



# Country Folks

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## For Immediate Release

### For more information, please contact:

Randy J. Bernhardt  
Progressive Agriculture Foundation  
303-601-2915  
rjbernhardt@aol.com

Emily Thungkaew  
Broadhead  
612-617-7945  
ethungkaew@broadheadco.com

## Country Folks and Lee Publication Promote Farm and Ranch Safety

*Country Folks and Lee Publications become the newest farm media sponsor of the Progressive Agriculture Foundation®*

**Birmingham, Ala., July 3, 2012** – Country Folks and Lee Publications are the newest farm media sponsor of the Progressive Agriculture Foundation® (PAF) and the Progressive Agriculture Safety Day® program. Country Folks will provide enhanced farm and ranch safety information for its readers, and promote the Safety Day® program and PAF sponsors in the weekly farm newspaper. It is the eighth farm media company to join with PAF.

“Country Folks and Lee Publications are very proud to partner with the Progressive Agriculture Foundation. As publishers of a weekly farm newspaper, we are keenly aware of the safety issues facing farmers and their families every day. The Safety Day programs that PAF organizes are very important to the livelihood of our farmers. We are committed to providing as much information as possible to inform and educate our readers, and the Safety Day program is an additional avenue by which to achieve this,” says Bruce Button, vice president and general manager, Lee Publications, Inc.

Through partnerships with sponsors such as Country Folks and Lee Publications, the Progressive Agriculture Foundation is able to advance its commitment to keep rural children safe and healthy. The Foundation provides training and resources to help local community members conduct one-day farm safety and health programs that are age-appropriate, hands-on and fun for rural children and families. Since the program was founded in 1995, it has grown to become the largest rural safety and health program for youth in North America.

“We’re very pleased to have Country Folks and Lee Publications as our newest farm media sponsor. Working together, Country Folks, Lee Publications and PAF will keep rural youth and their families safe and healthy on farms and ranches. Together, we will prevent injuries and save lives in rural America,” says Randy Bernhardt, chief administrative officer of PAF.

## **ABOUT COUNTRY FOLKS AND LEE PUBLICATIONS**

Country Folks serves the dairy and livestock industry with four regional editions. Farmers from Maine to North Carolina read this agricultural newspaper every week. Regularly scheduled features with other industry groups such as the Dairy Herd Improvement Association, Cornell Cooperative Extension, NY Corn and Soybean Growers, Northeast Certified Crop Advisors and many others, help supplement Country Folks readership and scope.

Founded in 1965, Lee Publications, Inc. publishes targeted trade publications for the agricultural, heavy construction, aggregate, commercial horticulture, and solid waste industries. Fourteen separate editions offer regional and national coverage.

Lee Publications, Inc. and its employees are committed to quality products and services that assist manufacturers, dealers and related businesses in the construction, agricultural and solid waste industries, reach the increasingly busy and specialized buyer. We are committed to helping this group keep their cost of contact low by targeting their buyers through our publications and trade shows.

## **ABOUT PROGRESSIVE AGRICULTURE FOUNDATION**

The Progressive Agriculture Safety Day program is the largest rural safety and health education program for children in North America and a program of the Progressive Agriculture Foundation, a 501(c)(3) charitable foundation. The Foundation's mission is to provide education and training to make farm, ranch and rural life safer and healthier for children and their communities. In 2008, PAF was awarded the Better Business Bureau Wise Giving Alliance National Charity Seal, demonstrating its commitment to accountability and ethical practices. Safety Day applications are due each July 15 for Safety Days that will be conducted the following calendar year.

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**Editorial Note:** The Progressive Agriculture Safety Day<sup>®</sup> logo and Safety Day photos are available upon request by calling (888) 257-3529.