



January 20th, 2015

News Release

Tracy Gardner, ORE Event Manager describes "The legacy that Summer Synergy has delivered is incredible. We've had youth go on and gain access to domestic and international scholarship opportunities to elite fields such as veterinary medicine, communications and agribusiness. We've had others directly involved in mentoring programs with industry leaders in commercial/retail pharmaceutical and livestock nutrition. This is the synergistic nature of the program where youth are able to showcase their exceptional skills while networking with industry to secure future opportunities and relationships.

Because of the brilliant auction ideas from the Senior Synergy marketing participants and the generous buyer's contributions from the 2013 and 2014 fundraising auction, the Synergy **Setting Sails** program has begun! This initiative assures that talented, dedicated and hardworking youth are rewarded with profound experiences that reinforce their outstanding leadership, communication and agriculture advocacy. This year seven of Synergy's finest intermediates and seniors aged 12 – 20 including Evan Jamieson, Kaylie Kryz, Megan Kryz, Jade Marshall, Jacey Massey, Cassidy Matthews and Cayley Peltzer applied for domestic and international destinations that deliver premium youth programming.

Their applications dynamically described their personal agriculture story, what difference they can make in industry, where would they go to impact change and influence, if they could meet anyone and where is their first choice travel destination. Two astute programming partners evaluated the applications: Michelle Pierson, AFSC Marketing Specialist offered her thoughtful insight and business acumen and Donna Smith, ORE Director shared her passion for youth development and competitive excellence.

Our 2015 **Setting Sails** recipients are: Kaylie Kryz of Vermilion, Jade Marshall of Innisfail and Cassidy Matthews of Olds who will proudly be representing Summer Synergy at the Oklahoma Youth Expo March 17th – 20th.

Summer Synergy truly is the platform to promote evolution and transformation within the agriculture sector through the generation that will drive the industry in the future. For more information check out www.summersynergy.ca ~ July 6th – 10th, 2015 at Olds, AB