

**Public service announcement (PSA) template**

# Submit a public service announcement (PSA) to your local radio or TV station

PSAs run only for a specific period of time, usually two to three days. Submit the following PSA at least three weeks in advance of November 2020 to your local radio stations.

# 4-H PSA – National 4-H Month

**Get Ready to #ShowYour4HColours this November**Project: Show Your 4-H Colours
Air/publication date: October 27 to November 30, 2020

November marks national 4-H month and we invite you to join us in celebrating our 8,500 volunteers, 23,500 youth and thousands of alumni.

Agriculture doesn’t look the same as back in the early 1900s, and neither does 4-H. The goals we had back then ‒ to build strong rural communities and youth leaders ‒ have not changed. BUT we are evolving to remain relevant to the interests of today’s youth, and will always continue to do what we do best: inspiring and shaping young people to positively impact their communities!

For more details on how you can get involved with this global movement and help our youth to “Learn To Do By Doing,” visit [**showyour4hcolours.ca**](https://showyour4hcolours.ca)**.**

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# 4-H PSA - National 4-H Day

**Get Ready to #ShowYour4HColours on November 4, 2020**Project: Show Your 4-H Colours
Air/publication date: November 1 to 4, 2020

Calling all 4-H youth members, volunteer leaders, alumni and supporters! November 4 is Show Your 4-H Colours Day!

**[Insert community here]**, dig into those closets and put on your favourite piece of green clothing and join thousands of members and volunteers from coast-to-coast-to-coast in helping local communities.

Show Your 4-H Colours is the annual celebration of 4-H that highlights 4-H’s proud Canadian heritage and ongoing commitment to growing inclusive opportunities for youth empowerment. Use the hashtag *#ShowYour4HColours* on Instagram, Twitter and Facebook and celebrate one of Canada’s leading positive youth development organizations.

Go green, support your your community and Show Your 4-H Colours. For more details, visit [**showyour4hcolours.ca**](https://showyour4hcolours.ca)**.**

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