

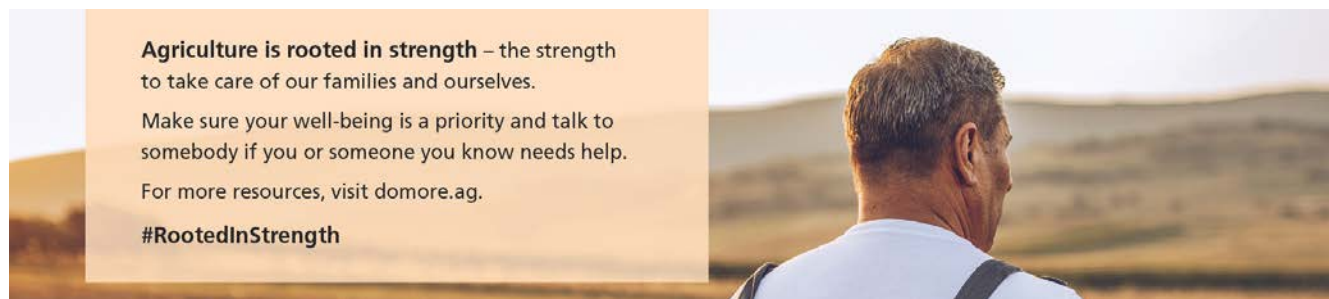
Media Advisory

Attention: editors, publishers, radio hosts and station managers

Farm Credit Canada (FCC) is offering a great way for community publications and broadcasters to reach out to rural audiences and encourage the conversation on mental health in agriculture.

FCC has developed a package of public service messages for print and broadcast, because we care about our customers and those who work in Canada's agriculture industry.

We know that people in every part of our society encounter mental health challenges at various times in their lives, and those who grow food for a living are no different. While agriculture is a growing and dynamic industry that offers many exciting opportunities, isolation, physical exhaustion and not knowing where to turn for help can sometimes compound mental health issues.



To preview and download public service messages that connect with your audience, please visit [Rooted in Strength](#).

Canadian country recording artist Paul Brandt is the voice of the audio public service messages that are available for broadcast.

We encourage you to run these public service messages when space or time slots are available and feel free to include a mention of your publication's or station's support for this important initiative.

We know local media are an integral part of so many rural communities and we thank you in advance for considering these public service messages.

If you require sizes or formats not provided, please provide publication or radio station name, property, size required, material shipping and deadline information to: advertising@fcc.ca.

FCC is Canada's leading agriculture lender, with a healthy loan portfolio of more than \$33 billion. Our employees are dedicated to the future of Canadian agriculture and its role in feeding an ever-growing world. We provide flexible, competitively priced financing, management software, information and knowledge specifically designed for the agriculture and agri-food industry. As a self-sustaining Crown corporation, our profits are reinvested back into the agriculture and food industry we serve and the communities where our customers and employees live and work while providing an appropriate return to our shareholder. Visit fcc.ca or follow us on [Facebook](#), [LinkedIn](#), and on Twitter [@FCCagriculture](#).

