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FOR IMMEDIATE RELEASE

Major Sponsors Investing in Youth and Farming's Future at ROOTED Gala 2026

HALIFAX, NS – **ROOTED Gala** is proud to announce its major sponsors for Atlantic Canada's leading celebration of the farmers who nurture the land and the chefs who transform Nova Scotian grown products into culinary artistry.

Atlantic Superstore, Kubota Canada, East Coast Credit Union, Farm Credit Canada and the **Royal Bank of Canada** are **ROOTED Gala**'s 2026 Major Sponsors.

Atlantic Superstore returns as **ROOTED**'s Reception Sponsor and Kubota Canada is a new sponsor supporting the Special Guest's appearance. East Coast Credit Union is **ROOTED**'s Cultivating Leaders Sponsor, generously supporting young 4-H leaders from across Nova Scotia to attend the Gala. Farm Credit Canada returns as the Technology Sponsor and the Royal Bank of Canada is supporting the Nova Scotia Farm Wine served at the Gala.

"The future of our communities are being shaped by young people who are learning how to lead, contribute and care for the places they call home. 4-H inspires youth to gain practical skills and confidence while building a deeper connection to agriculture and community life. As a member-owned co-operative, with deep roots across Nova Scotia, East Coast Credit Union is proud to be **ROOTED**'s ***Cultivating Leaders Sponsor***. We look forward to celebrating the people who feed our communities and inspire the next generation to carry that work forward," said Ken Shea, President and CEO, East Coast Credit Union.

A country-chic evening, **ROOTED** will bring together community members, local businesses, 4-H supporters and generous people who believe in empowering youth - 4-H members who are essential to building strong, vibrant communities, farms and a resilient food system.

"We are absolutely thrilled with the support and enthusiasm **ROOTED** has received from its Major Sponsors. They have demonstrated an unwavering commitment to celebrate our farmers and invest in the future of farming, Nova Scotia's 4-H program," said **ROOTED Gala** Chair, David Hovell. "These corporate sponsors are making it possible for **ROOTED** to be a guest experience like no other and one that will have a lasting impact".

Set for Tuesday, November 10, 2026, at the Halifax Convention Centre, the Gala will feature a five-course culinary adventure created by renowned Nova Scotia chefs using local ingredients, a silent auction, and a special guest performance by Canadian folk-rock and Celtic music icon and 4-H alumnus Jimmy Rankin.

Tickets for **ROOTED Gala** are available at www.RootedGala.ca.

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About 4-H Nova Scotia:



4-H is one of the world's largest positive youth development organizations supporting youth and communities in over seventy countries.

4-H Nova Scotia provides youth with opportunities to succeed through *"Learning To Do By Doing"* skills development and leadership experiences while being mentored by caring adults in safe, fun, and inclusive learning environments. The 4-H program supports the growth of resilient and healthy youth by nurturing positive self-identity, self-esteem, responsibility, and a sense of achievement.

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