

Visit this website to help raise \$20K for world hunger www.heifer.org/Elancopartnership

Elanco Animal Health and Heifer International announced a new initiative Feb. 1 to work toward ending world hunger. The announcement, which has the potential to raise \$20,000 to fight hunger, was made in conjunction with the 2012 Cattle Industry Convention in Nashville, Tenn.

Individuals can support Elanco's donation of up to \$20,000 to Heifer International by simply visiting www.heifer.org/Elancopartnership. Elanco will donate \$1 to Heifer International for every unique visit to this landing page through March 2012.

"This is a great opportunity for producers to make a difference with a single click," says Ted McKinney, Elanco director of public affairs. "The ultimate goal is to further Heifer International's impact and celebrate the role beef producers play in working toward a world without hunger through the use of production-efficiency technologies."

Referencing the expanding global population, McKinney also pointed out, "Let us never forget that in 40 years we have to double food production; so the need is great."

Heifer International was established in 1944 with the mission of providing livestock and environmentally sound agricultural training to improve the lives of individuals and families around the world who struggle for reliable sources of food and income. The organization is currently working in 40 countries, including the United States, to help families and communities become more self-reliant.

Marlene New, director for Heifer International's corporate and foundation relations, explains that individuals who receive an animal and training through Heifer International are then under contract to provide the first offspring of that animal to another family in their community.

"It's incredibly empowering," she explained. "Rather than this being charity, they become a donor themselves."

New explained that the success of Heifer International has come from partnerships such as the current effort underway with Elanco and America's beef producers. She concludes, "There's an African saying, 'If you want to go fast, you go alone. If you want to go far, you work with others.'"

Since 2008, Elanco and Heifer International have worked together to help provide a better life — for animals and people. The partnership has already helped more than 6,500 families and is on its way to fulfilling the commitment of helping 100,000 families globally. In recent years, Elanco and Heifer International have focused their efforts in the Lampung province in Indonesia, the Copperbelt in Zambia and the Hebei province in China.

To help with the campaign to raise \$20,000 for global hunger, simply click on: www.heifer.org/Elancopartnership. Elanco will donate \$1 to Heifer International for every unique visit to this landing page through March 2012.