



NEWS RELEASE

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Advanced Agricultural Leadership Program Winter Magic Dream Auction Sets Fundraising Record

GUELPH, ONTARIO - When you issue a challenge to leaders in the agricultural community, just stand back and watch the dynamism and teamwork unfold. This is what contributed to the success of the "Winter Magic Dream Auction" in support of the Advanced Agricultural Leadership Program (AALP) held on February 20, 2010 at the Delta Guelph Hotel and Conference Centre. It truly was a magical event with over **\$69,000** raised!

AALP supporters, participants, alumni, family and friends gathered in Guelph for a fun-filled evening of networking, while bidding and buying, during the live and silent auctions. With a sold out crowd of over 380 in attendance and close to 340 donated items to bid on, there was something of interest for everyone, whether it was a dream vacation to Paris or a home baked treat.

"The success of the Dream Auction is a direct result of the generous support from sponsors, donors and guests," stated Kevin Prong, co-chair for the event. This fundraising event is the culmination of over a year of planning by the Class 12 AALP alumni, with support from the current AALP class and staff at The Centre for Rural Leadership. The success of this event is a direct result of leadership skills obtained during participation in the program and an excellent example of how alumni value the program and continue to support it. "The ongoing support from the agricultural industry for AALP demonstrates the value this community and sector places on leadership development," said CJ Noble, co-chair for the event.

The funds raised at this premiere bi-annual event supports AALP, a 19 month executive leadership program for individuals actively involved in the agriculture sector and rural Ontario. Through a series of seminars, national and international study tours and self-directed learning, AALP prepares leaders to help shape the future of their businesses, organizations and associations. In its 26th year, there are currently over 350 graduates of the program making a difference in the agricultural and agri-food sectors and rural communities in Ontario and beyond.

For more information on the Advanced Agricultural Leadership Program (AALP), contact *The Centre for Rural Leadership* at (519) 826-4204.

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