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## Ram Truck Brand Celebrates 'Year of the Farmer' With \$1 Million Donation to National FFA Organization

- Brand presents first 'The Farmer in All of Us' book to FFA president

November 7, 2013, Louisville, Ky. - The Ram Truck brand celebrated the passion ignited around its "Year of the Farmer" initiative by presenting Clay Sapp, 2012-2013 National FFA President, with a \$1 million donation at the 2013 National FFA Convention & Expo in Louisville, Kentucky, Oct. 30.

Ram Truck brand declared 2013 the "Year of the Farmer" during the Super Bowl last February, when its much-talked-about television spot, "Farmer," kicked off a yearlong initiative to bring national attention to the significance of the American farmer. Ram pledged to donate up to \$1 million to FFA for views of the "Farmer" video on the Ram Truck brand [website](#). The brand reached the 10-million-view milestone, equating to the \$1 million donation, in less than a week.

"To date, 'Farmer' has been viewed online more than 22 million times, underscoring America's interest in and support for the important role farmers play in our country," said Reid Bigland, President and CEO, Ram Truck Brand, Chrysler Group LLC. "It is a pleasure to present the check to FFA and to be among thousands of dedicated FFA members who convey the spirit of what we at Ram Trucks value most of all – courage, dignity, integrity and example-setting through hard work."

Bigland presented the donation to Sapp alongside country music artist and former FFA member Easton Corbin, who has worked with the Ram Truck brand throughout 2013 to promote the "Year of the Farmer." Corbin is visiting FFA members in 12 cities across the United States from October to February, providing private concerts and furthering the notion that FFA plays an important role in reducing hunger issues in America.

"It is so wonderful to see our country rise up and show support for those who work hard every day to provide vital resources to the nation," said Sapp. "The response we've received from Ram's 'Year of the Farmer' has been overwhelming, reinforcing the pride we have in our work and what it means to be a farmer."

The "Farmer" video was inspired by the stirring "So God Made a Farmer" oration delivered by legendary radio broadcaster Paul Harvey in 1978, and since used as a national anthem in grassroots videos created by farm families. To honor American farmers, the Ram Truck brand aspired to create greater awareness, support and appreciation for farming families, communities and providers. The Ram Truck brand commissioned 10 noted photographers to document American farm life, yielding a beautiful and comprehensive catalog of farming images. Many of these artful and compelling stills provide the visual mosaic for "Farmer," while Harvey's passionate oration provides the narration.

Ram Truck brand also presented a first copy of its "The Farmer in All of Us," a coffee table book to be published by

National Geographic. It is a beautiful and comprehensive collection of original agriculture, farming and family farm photography, including many of the images commissioned for the "Farmer" video. Proceeds from the book will go toward the FFA's "Give the Gift of Blue" program, which donates traditional FFA blue corduroy jackets to members who would not otherwise be able to own one. The jackets are an important symbol of the hard work and dedication to farming by these young people.

An exclusive, limited number of "The Farmer in All of Us" books will be available for order in the coming weeks.

#### **About the Ram Truck Brand**

The Ram Truck brand continues to establish its identity and clearly define its customers since its launch as the newest Chrysler Group LLC vehicle brand. Creating a stand-alone brand for Ram Trucks has allowed the brand to concentrate on how core customers use their trucks and what new features they'd like to see. Whether focusing on a family that uses its half-ton truck day in and day out, a hardworking Ram Heavy Duty owner or a business that depends on its commercial vehicles every day, Ram has the truck market covered.

#### **About the National FFA Organization**

The National FFA Organization is a national youth organization of 579,678 student members as part of 7,570 local FFA chapters in all 50 states, Puerto Rico and the Virgin Islands. The FFA mission is to make a positive difference in the lives of students by developing their potential for premier leadership, personal growth and career success through agricultural education. The National FFA Organization operates under a federal charter granted by the 81st United States Congress, and it is an integral part of public instruction in agriculture. The U.S. Department of Education provides leadership and helps set direction for FFA as a service to state and local agricultural education programs. For more, visit the National FFA Organization online at [www.FFA.org](http://www.FFA.org), or on Facebook, Twitter and the official National FFA Organization blog.

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