

For Immediate Release
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PotashCorp Brings Family First Workshop to Sussex on November 16

Sussex, New Brunswick – On Saturday November 16, 2013 Potash Corporation of Saskatchewan Inc. (PotashCorp) is hosting a Family First Workshop, in partnership with its international charity and education partner Free The Children, in Sussex, New Brunswick. The session begins at 9 a.m. at the Saunders Irving Chapel, Kingswood University and is open to the public and free-of-charge. A continental breakfast will be served at 8:15 a.m. during registration and lunch will be served at 1 p.m. following the wrap-up session. Interested families can register to attend by phone at (506) 432-8111 or by email at nbfamilyfirst@potashcorp.com.

“We’re proud to bring a Family First Workshop to New Brunswick for the first time. We invite you and your family to pre-register for the opportunity to engage and learn from the charity’s co-founder Craig Kielburger and the other expert facilitators,” said Stewart Brown, General Manager of the New Brunswick Division. “We are committed to investing in the communities where we operate and this includes sharing the benefits of our Free The Children partnership.”

Last year PotashCorp committed up to \$9.6 million to found the new Agriculture and Food Security pillar of Free The Children’s established Adopt a Village development model across all eight countries where the charity operates. The company also directly supports six communities (two in Kenya, two in India and two in China) on agriculture initiatives.

In addition to the work being done overseas, PotashCorp’s partnership with Free The Children helps empower youth at home. A Family First Workshop is one of the empowerment events – it begins with an inspirational keynote address, followed by two simultaneous break-out sessions. The sessions, one for parents and one for young people, will be led by Free The Children co-founder Craig Kielburger and expert youth facilitators, and are suitable for children ages eight and above. This is an excellent opportunity for youth to learn how they can make a difference, for parents to learn how they can support their children and for families to work together to instigate social change.

To conclude, both groups join together for a wrap-up session to hear remarks that will reinforce their actions and strengthen family bonds through volunteerism and philanthropy. The experience will provide everything families need to know to raise socially-responsible children, lend a hand and change the world – all at the same time.

As the world’s largest crop nutrient company, PotashCorp plays an integral role in global food production. The company produces the three essential nutrients required to help farmers grow healthier, more abundant crops. With global populations rising and diets improving in developing countries, crop nutrients such as potash, phosphates and nitrogen offer a responsible and practical solution to help produce the food we need, from the land we have. In operation since 1983, the New Brunswick Division is one of our six potash mines in Canada.

Free The Children is an international charity and educational partner. Founded in 1995 by international activist Craig Kielburger, Free The Children believes in a world where young people are free to achieve their fullest potential, and empowers youth to remove barriers that prevent them from being active local and global citizens. The organization’s domestic programs—which include We Day, Free The Children’s signature youth empowerment event—educate and empower 1.7 million young people across North America, the UK and around the world to become engaged global citizens. Its international projects have brought more than 650 schools and school rooms to youth and provided clean water and sanitation, health care and food security to one million people.

To pre-register or for further information please contact:

PotashCorp

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