

# WINNERS' CORNER

## 4-H Members to "Hitch" a Ride on Historic Heinz Delivery Wagon

(NAPSA)—Head. Heart. Hands. Horses? As part of its centennial celebration, a national youth organization is getting "hitched"—to a true contemporary: an American corporation with an equally long and colorful history.

As part of the Heinz Hitch Crew Member for a Day Contest, selected 4-H members will get an opportunity to step into history—and into the spotlight—at festivities across the nation. Local 4-H offices will sponsor the contest, with each choosing one member to spend a day with the Heinz Hitch, a fiery red replica of the classic H.J. Heinz Company delivery wagons from the late 1800s.

Drawn by eight magnificent, black Percheron horses, the Heinz Hitch delivers living history lessons to towns all across North America. It always kindles an excited response, whether appearing in a parade or performing equestrian feats, and the Heinz Hitch Crew Member for a Day will be right at the center of the festivities.

"I'm sure the 4-H winners will remember the day they served on the Heinz Hitch for the rest of their lives," said Heinz Hitch Driver and Assistant Manager Rabo Nijenhuis.

The Crew Member for a Day from each community will take part in a wide range of activities. These may include grooming and feeding the team and escorting the Heinz Hitch at parades, festivities or other events. Plus, each crew member will get a special gift basket complete with a T-shirt, limited edition ketchup bottles and more.



**The Historic Heinz Hitch will give local youth an opportunity to be part of a special team.**

"It's very appropriate for Heinz to team up with 4-H because the two organizations share similar values of excellence and achievement," according to John Dryer, Driver and General Manager of the Heinz Hitch. "For example, the 4-H motto is, 'To make the best better,' and Heinz founder Henry John Heinz often proclaimed, 'To do a common thing uncommonly well brings success.'"

Every year the Heinz Hitch travels approximately 57,000 miles across North America and entertains millions of spectators. The 150-year-old Studebaker wagon is a replica of the original horse-drawn wagons used by H.J. Heinz Company around the turn of the century.

The towering Percheron horses command attention as they proudly pull what is believed to be one of the largest hitch wagons in active duty. Weighing more than one ton each, the horses together generate over 16,000 pounds of raw "horsepower."

Although Percherons are part of H.J. Heinz Company history, they also have a story of their own. Originally from the Perche

region of France, the Percherons were first bred to carry knights into battle. As times changed, the role of the Percheron changed too, and these majestic creatures were used as the backbone for early H.J. Heinz Company deliveries.

"We say the Heinz Hitch is a living history lesson because it gives people a glimpse of the past that still inspires excitement today," Dryer said. "We are thrilled to have the opportunity to work with 4-H on the Heinz Hitch Crew Member for a Day program. We hope to demonstrate how the historic values of 4-H and Heinz are just as vital today as they were a century ago."

4-H, one of the largest youth organizations in the United States, has more than 6.8 million participants. In its centennial year of 2002, 4-H clubs throughout the country held local, state and national conversations to bring adults and young people together to share ideas on youth development in the U.S. Throughout its history, the organization has emphasized "learning by doing" through a variety of methods including organized clubs, school-enrichment groups, special interest groups, individual study programs, camps, school-age child care programs, instructional television programs, and international youth exchanges.

To get involved with 4-H or find out more about the Heinz Hitch Crew Member for a Day Contest, contact your local 4-H representative at your County Extension Office.