

MEDIA RELEASE | For Immediate Release

Glacier FarmMedia Expands with Advancing Women Conferences Acquisition

Apr. 30, 2020 - Winnipeg, MB – Glacier FarmMedia (GFM) grows their events division by acquiring the two Advancing Women in Agriculture Conferences (AWC). Iris Meck, founder and host of AWC, joins the GFM team as Director of Conferences.

“At Glacier FarmMedia, we know that access to information, connecting, learning and networking are foundations of success – for those on the farm, for students and for those working in the agriculture industry,” said Bob Willcox, GFM president. “We’re pleased to be able to offer this to an important and celebrated sector of the ag industry – women – through the Advancing Women in Agriculture Conferences.”

AWC are leadership conferences where hundreds of women, passionate about agriculture, gather to enhance their family life, community, career and industry. Topics and features include communications and coaching, mentoring and networking, financial management and independence, health and balance of life strategies, career planning and goal setting.

“AWC is proud of the quality of speakers that we bring to the podium, including business experts, motivational and inspirational leaders, and industry representatives,” said Iris Meck, new GFM Director of Conferences. “I look forward to working with the Glacier FarmMedia team and energizing AWC to a new level.”

As Director of Conferences, Meck will continue to lead both AWC conferences, as well as the crop-focused farm conference, the Farm Forum Event (Saskatoon, Saskatchewan). The GFM event portfolio also includes Canada’s two largest outdoor farm shows, Ag in Motion (Langham, Saskatchewan) and Canada’s Outdoor Farm Show (Woodstock, Ontario).

Glacier FarmMedia’s event and conference organizers are carefully monitoring the COVID-19 pandemic and the implications that this may have for these events, while moving forward with planning.

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About Glacier FarmMedia

Glacier FarmMedia (GFM), headquartered in Winnipeg, Canada, is the agricultural business unit of Glacier Media Inc (Glacier; TSX: GVC). GFM reaches tens of thousands of farmers and ag professionals each week through its publications and digital assets. GFM also owns and operates Canada's largest outdoor farms shows, Canada's Outdoor Farm Show and Ag in Motion, in addition to Canada's most popular ag listings site for new and used farm equipment (www.agdealer.com). The Western Producer, Country Guide, Manitoba Co-operator, Alberta Farmer Express, MarketsFarm, WeatherFarm, and Farm Forum Event are other GFM assets. For more information: farmmedia.com

About Advancing Women Conferences

The Advancing Women Conference (AWC) is a leadership conference created for women who are passionate about agriculture and food. AWC provides an opportunity for North American women to gather together to build their network and re-energize while honing their skills in communications, mentorship, financial management, health strategies and effective leadership skills. The conferences are attended by women across the industry including farmers, producers, entrepreneurs, representatives of grower associations, corporate agribusiness leaders and agricultural university and college students. AWC is also a place to recognize the role women play in agriculture and the contribution they make to the agriculture industry. For more information: advancingwomenconference.ca