

Kid Bean Debuts to Enthusiastic Crowds!

February 29, 2016



Winkler, MB - A six-foot tall kidney bean is now touring Manitoba in celebration of 2016 *International Year of Pulses*, the brainchild of Kirby Communications in collaboration with Manitoba Pulse and Soybean Growers (MPSG).

Kid Bean debuted at events in Winnipeg and Winkler, MB, launching a visibility campaign that will put the new MPSG mascot before thousands of school kids and community groups throughout the province.

Kirby Communications developed the mascot and supporting materials, province-wide tour and \$50,000 program to reward deserving ideas that increase awareness or consumption of pulses open to schools and non-profit community groups in Manitoba.



Kid Bean with friends at Parkland Elementary School, Winkler, MB.

"MPSG is a group that represents farmers but really wanted to increase consumer awareness during the *International Year of Pulses*," says Glen Kirby, president of Kirby Communications. "I felt a public ambassador would help make that connection and Kid Bean was born."

In addition to media coverage of Kid Bean's debut, Kirby Communications organized a highly successful launch for *International Year of Pulses* in Winnipeg attended by pulse growers, industry representatives, consumers, and both the Minister and Deputy Minister of Agriculture, Food, and Rural Development.



Ag Minister Ron Kostyshyn at Winnipeg launch.

"Pulses and soybeans are a \$600-million a year industry in Manitoba," says Kirby, "and most of those crops are exported. In talking with MPSG, we identified the potential to grow market share right at home through an ambitious awareness campaign reaching people of all ages in this province."

MPSG represents 3,800 producers in Manitoba who grow soybeans, edible beans, peas, faba beans, lentils and chickpeas.

Kirby Communications is a resourceful, full-service media and communications agency located in southwestern Manitoba providing creative solutions to businesses, governments and not-for-profits. We view every project as an opportunity for new partnerships, creative expression and the opportunity to empower people with information.

For more information, please contact:

Glen Kirby
Kirby Communications
204.730.3030
glen@kirbycommunications.ca