



FOR IMMEDIATE RELEASE
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AMERICAN ROYAL DEBUTS GLOBALLY ACCESSIBLE
VIRTUAL “FIELD TRIP” PROGRAM
FOR ELEMENTARY SCHOOL STUDENTS

Kansas City, Missouri – The American Royal has released a new virtual education experience, just in time for the fall semester. Based on its annual in-person American Royal Field Trip – until now only available to Kansas City area students – the new online agriculture education program makes virtual tours, lesson plans and activities accessible anywhere.

In years past, approximately 6,000 grade school students per year from across Kansas City would visit the American Royal Center to learn about agriculture through interactive learning stations and animal demonstrations. For many of the children attending, especially those from urban areas, the American Royal Field Trip was their first true interaction with agriculture.

For 2020, the American Royal wanted to stay true to its mission of impacting the future of agriculture, while overcoming the inherent challenges to education presented by COVID-19.

“Traditional methods of reaching students through in-person field trips and classroom visits just aren’t a viable option this year,” said Glen Alan Phillips, American Royal CEO and President. “The American Royal is known globally for our competitive events including our Livestock Show and World Series of Barbecue®. Now we are able to reach an expanded youth audience through this online platform specifically created to bring the farm to the classroom.”

The American Royal Field Trip is free for parents and teachers to register. Each month new content is released on the first Friday and features the following:

- Welcome video and pre-lessons presented by Royal Scholars (college students who have received scholarships from the American Royal)
- Virtual tour of production agriculture, innovation and technology, or the food system
- Lesson plans and activities for students, whether they’re at home or in-classroom
- Recommended reading with a curated selection of content
- Short quizzes to emphasize main criteria and help with information retention

“In the first few days since our launch, we have enrolled teachers from across the country – from New York to Arizona and Florida to South Dakota. We are thrilled to now reach an exponentially larger geography with our agriculture information and tours,” commented Kristie Larson, Director of Education for the American Royal. “We will connect young learners with the knowledge of where their food comes from - and the best part is the program is offered free of charge.”

To sign up or get more information about American Royal Field Trip, please visit <https://www.americanroyal.com/educational-programming/tours/>.

About the American Royal Association

Woven through the history of Kansas City since 1899, the American Royal provides opportunities for youth and adults from around the country to compete in our Livestock Show, ProRodeo, Horse Shows, and the World Series of Barbecue®. These events allow the American Royal, a 501 (c) (3) not-for-profit organization, to give over \$1 million annually for youth scholarships and support agriculture education programs. In 2018, over 101,000 attendees attended American Royal events generating over \$60 million of economic impact. To learn more about the American Royal visit AmericanRoyal.com.