



Communications Guide

Step by Step



CANADA
4-H PEI

Welcome to 4-H PEI Communications

This resource was created to be a guide for members, volunteer leaders and parents to learn about and build skills within the Communications Project.

Communications is one of the four 4-H PEI requirements needed to complete the 4-H year. The intent is for all 4-H members to work with the club coordinator or overall leader to meet the criteria for completion as set out by 4-H PEI.

You will find helpful tips for preparing and presenting speeches and demonstrations as well as the rules established for the project and the goals members can work towards.

Additional information is available on the 4-H PEI website or with your Regional 4-H Specialist.

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CANADA
4-H PEI

Revised 2021

Welcome to 4-H PEI Communications

Communication in part, is defined as the act or the instance of communicating; the imparting or exchange of information, ideas or feelings.

4-H Communications can be defined as the sharing of information in the form of speech or demonstration. The purpose of the 4-H Communications Project is to provide 4-H members with the opportunity to become effective communicators by learning to express themselves in public, thereby gaining in experience and self-confidence.

4-H PEI Communications:

- Supports the participation and development of positive skills related to Public Speaking
- Encourages growth in self-expression in public settings
- Fosters the development of self-confidence and an understanding of oneself
- Serves as a completion of one of the mandatory requirements for finishing the 4-H year

General Rules & Regulations

Completion of a Communications project/activity is one of four mandatory components required for a member to complete the 4-H year.

- **All** members are required to prepare and present at the Club Communications Event **OR** at another event/time as approved by the Club Communications Coordinator (or Overall Leader) **AND** the Regional 4-H Specialist.
- **All** Club Communication Events are to be completed by March 31.
- **The Communications Project is divided into three (3) categories:**
 1. **Speech** - an original verbal presentation which can be completed with or without the use of visual aids. Visual aids may include pictures, slideshows, posters, etc. However, the aids must not distract from the speaker and/or the speech. An **Illustrated Speech** (ie. Power Point Presentation) also fits into this category and is defined as *“mostly speaking with the use of some visual aids”*.
 2. **Demonstration** - a verbal presentation showing **HOW TO DO** or **HOW TO MAKE** something, showing as many steps as possible. A demonstration is the combination of speech and action with the use of materials, props and visual aids. Posters can be either digital or created on Bristol board and will be used to illustrate, list the steps and summarize the process. Demonstrations will have a tangible item to display at the end of the presentation.
 3. **Alternate Communications** - This option is reserved for Senior 4-H members but exceptions can be made for others on a case to case basis. Alternate communications provides an opportunity for 4-H members to use their learned communication skills to chair an event or complete with another speaking activity.

The 4-H member is to submit a written request for approval from the Club Coordinator (or Overall Leader) and the Regional 4-H Specialist. The alternate project must also be completed no later than the club’s Achievement Day.



- Members will participate in the proper category as determined by their 4-H age (age as of January 1 of the current 4-H year)

Public Speaking Categories

Junior	9-11 years
Intermediate	12-14 years
Senior	15-21 years

Speaking Time Limits

Junior	2-3 minutes
Intermediate	3-5 minutes
Senior	5-7 minutes

Demonstration Categories

Junior Single	9-14 years
Junior Team	9-14 years
Senior Single	15-21 years
Senior Team	15-21 years

Demonstration Time Limits (not including set-up/clean-up)

Junior	5-7 minutes
Senior	7-10 minutes

*****For Team Demos, the age of the older member will determine the presentation category.**

- 4-H members are encouraged to present in either of the two official languages of Canada **BUT** must notify their Club Coordinator (or Overall Leader) **FOUR (4)** weeks prior to the Communications event so bilingual judges can be requested if needed.

COMMUNICATION JUDGES

- A panel (in some cases, two panels) of three judges will be assembled to assess presentations, share written comments, and assign completion scores for 4-H members.
- Communication judges will hold the responsibility of assessing member presentations based on communication rules & regulations as implemented by 4-H PEI. Judges will also be encouraged to evaluate each presentation with the criteria listed on the scoresheets.
- Communication judges are also responsible for choosing members from each category to represent the club at future communication competitions
 - Areas (in some regions)
 - Regionals
 - Provincials
- The number of members selected for future competition should be determined as follows:
 - 1-10 members** per category = 1 representative
 - 11-20 members** per category = 2 representatives
 - 1 alternate** should also be chosen from each category

COMPLETION and COMPETITION

- Upon completion, members will receive a communications certificate, comments from the judges and an award sticker reflective of their completion score. **A = 90 - 100 / B = 80 - 89 / C = 79 or lower.** Members completing with an Alternate Communications will receive a certificate and sticker.
- Members** chosen to advance in competition must confirm with their Regional 4-H Specialist by the deadline provided in order to keep their spot. **Alternates** (if chosen at the club level) will be notified by the Regional 4-H Specialist if the opportunity arises to advance in place of the club representative.
- Participants in the Team Demonstration category will advance with the original team members. Member substitutions are not permitted (in any of the categories), nor can one member of a team represent the whole team in competition if the other member is unable to attend the event.
- Members must use the same presentation at each level.

SPEECH GUIDELINES



A **SPEECH** is an original verbal presentation which can be completed with or without the use of visual aids.

Visual aids may include pictures, slideshows, posters, etc. However, the aids must not distract from the speaker and/or the speech.

An **ILLUSTRATED SPEECH** also fits into this category and is defined as “mostly speaking with the use of some visual aids”.

Choosing a Topic:

- Choose a subject in which you have some interest.
- You should have some knowledge about your topic and be able to speak about it enthusiastically .
- Choose a topic that is relevant for your age category.

CLOVERBUDS (6-8 years)

JUNIOR (9-11 years)
2-3 minutes

INTEMEDIANTE (12-14 years)
3-5 minutes

SENIOR (15-21 years)
5-7 minutes

POSSIBLE SPEECH TOPICS... ideas to help get you started

My Pet

My Hero

Bullying

My Family

My Summer Job

Agriculture in Canada

My Vacation

My First 4-H Trip

My Family Tree



****Cloverbuds** are encouraged to participate at the communications and will most often recite the 4-H Pledge, share a poem or even a short speech. **Cloverbuds** will receive a certificate showing their participation, but will not be judged nor will they be eligible to move on in competition.

Gather Information:

- Do some research...look in magazines, newspapers, books, etc., search your topic online or interview people familiar with your topic. The more you know about your topic, the better prepared you will
- As you become more familiar with your topic, important points will come to you...write them down!

Make an Outline:

- Your speech should be organized in a way that is easy to follow and understand.
- Most will follow this standard design:
 1. OPENING
 2. MAIN BODY
 3. CLOSING
- Focus on one theme! A well written speech will include a clear, significant message with a few great stories to emphasize the main point.
- Try not to overwhelm the audience with big words. Instead, keep your speech simple, with a clear beginning, middle and end.



Building a Great Speech



Opening:

- The opening should “hook” the audience to listen to what you have to say!
- The hook should be short and catchy
- Relating to your topic, do something to capture the audience’s attention.
 - ⇒ Ask a question
 - ⇒ Show a visual aid
 - ⇒ State a concern or issue
 - ⇒ Share a quote or a headline
 - ⇒ Share a personal experience

TIP: Speech etiquette suggests that you address the chairperson, judges and the audience. This means that you make the audience aware you are speaking to them. You may do so before the opening lines of your speech or immediately following an attention grabbing statement!

Example 1 “Good evening Chairperson, honourable judges, fellow 4-H members and guests.”

OR

Example 2 “Let me tell you about the best holiday I’ve ever had! Good evening, Chairperson, honourable judges, fellow 4-H members and guests.”

TIP: 4-H members DO NOT need to introduce themselves as part of their speech. This will be done by the Chairperson. However, members are welcome to share personal information with the audience, if it is relative (i.e. number of years as a member, projects enrolled, etc.)

Main Body:

- The body of your speech is made up of the information you are trying to present to the audience.
- This is where you will discuss or talk about your main points:
 - ⇒ Gather the most recent information on your topic
 - ⇒ Record the main, important & interesting facts
 - ⇒ Arrange the facts in a sensible order to help the speech flow smoothly
 - ⇒ Balance your facts with personal experience, incorporating your own ideas
 - ⇒ Use a “visual aid” to enhance your speech I ONLY f it is relevant to the topic and does not distract from the presentation

Closing:

- The closing of your speech is as important as the opening and the main body
- This is where you to summarize the points made in your speech followed with a closing remark
- If the purpose of the speech was to motivate the audience - encourage them to act on your words. If the purpose of the speech was to entertain, close with a funny line or statement. Always try to leave a lasting impression!
- **It is not necessary to say “Thank You” at the end of your speech. A strong closing will let the audience know you are finished!**



DEMONSTRATION GUIDELINES



A **DEMONSTRATION** is a verbal presentation which shows HOW TO DO or HOW TO MAKE something, showing as many steps as possible.

A **DEMONSTRATION** is the combination of speech and action with materials and visual aids. Posters, either digital or on Bristol board, must be used to illustrate, list steps and summarize the demonstration.

Demonstrations can be performed as a **SINGLE** or as a **TEAM**

Choosing a Topic:

- Choose a demonstration topic in which you have some interest.
- You should have some knowledge about your topic so it will be enjoyable for you to demonstrate.

Consider:

- ⇒ Do you know enough about the topic?
- ⇒ Will it be interesting for your audience?
- ⇒ Are there physical steps/actions (method/procedure) to explain what you are doing/making?
- ⇒ Do you have all of the materials/equipment needed?
- ⇒ Is it age appropriate and can the steps be demonstrated in the time allowed?

JUNIOR Single & Team (9-14 years)
5-7 minutes

SENIOR Single & Team (15-21 years)
5-7 minutes

The age category for Team Demonstrations will be determined by the age of the older 4-H member.

POSSIBLE DEMONSTRATION TOPICS...ideas to help get you started

- Build a Birdhouse
- Make Dog Treats
- Origami or Paper Crafts
- Make a Rope Halter
- Make Play-dough or Slime
- Clean a Saddle
- Decorate a Cake
- Make a scrapbook
- Bake Cookies or Make Smoothies

Be Creative!

Gather Information:

- To **SHOW** how something is done, you need to **KNOW** how something is done.
- The more you know, the better you will be able to confidently share with your audience. Gather as much information and materials as you can about your topic.

Prepare Your Demonstration:

- Decide if the demonstration is suitable for one presenter or two. Members participating as a team work together, equally sharing the roles of demonstrating and speaking.
- Make an Outline - the demonstration should follow a sequence from step one to the finish product
- Similar to a speech, a demonstration will follow this standard design:
 1. OPENING
 2. MAIN BODY
 3. CLOSING

Gather Supplies:

- Consider the equipment, materials & visual aids you will require to explain or show each step of your demonstration.

Building a Great Demonstration

- List the important steps and processes that are to be demonstrated
- Arrange the steps in logical order
- Write down the explanation necessary to go with each step or process
- List the necessary materials and equipment needed for the demonstration
- Plan your posters - Posters are required for demonstrations & will add clarity to the demonstration

Opening: (Approximately 1 - 2 minutes)

- Similar to building a *Great Speech*, the opening for your demo should “hook” the audience with enough information about the demo so they remain interested throughout
- Share why you chose this topic for your demonstration
- **Team Demonstrators - The Chairperson will introduce both of you before you begin. But it is ok to let the audience know who is who with a less formal introduction of each other during the opening.**
- List the materials / supplies needed for the demo. You can use the posters for this part or simply hold up or point to each item as it is mentioned. This is not the time to explain the method/or procedure - this will be done as part of the main body and the review

Main Body: (Approximately 3-5 minutes for Juniors and 5-8 minutes for Seniors)

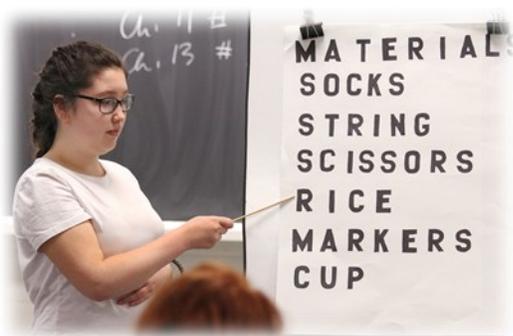
- Demonstrate each step focusing on **WHAT** is being done / **HOW** it is being done
- Members are encouraged to explain the procedure (or the steps to follow) **ONCE** when physically demonstrating the procedure and **ONCE** again at the end during a review (see **Closing**).

TIP: It is important to avoid long periods of silence, except when you are using noisy equipment. Fill in “quiet time” with interesting facts about your topic, materials, equipment, safety tips, short cuts, etc.

TIP: The center of the table (your workspace) should be clutter free so the audience can see what you are demonstrating. When finished with materials & equipment, place to the side of your table or in a basket under your table.

Closing/Review: (Approximately 1 - 2 minutes)

- The closing should be a short summary/review of what has been demonstrated.
- Use posters or other visual aids to **BRIEFLY** review the materials & supplies and highlight the method/procedure.
- Ask the audience if they have any questions and answer accordingly. It is always a good idea to repeat the question asked of you so the audience knows what you are answering.
- Following questions, leave the audience with a final note to end your demonstration.
- **It is not necessary to say “Thank You” at the end of your demonstration. A strong closing will let the audience know you are finished!**



POSTERS & POWER POINT - VISUAL AIDS

- Visual aids, including posters and power point presentations, are used to enhance a demonstration by clearly listing for the audience what materials/supplies/equipment are required as well as the method/procedure/steps to follow.
 - ⇒ **Posters** should be created on Bristol board (or large poster board). White is preferred so information can easily be seen.
 - ⇒ **Power Point** must be on a laptop that is compatible with an overhead projector OR transferred to a USB. The Club Coordinator will need to know in advance what you will need for digital equipment.

Tips & Tricks for Great Posters & Power Points

Keep it Simple:

- Each poster/slide should have only one list
- Each poster or slide should give information at a glance. If there is too much to read, the audience will miss the actual presentation.
- Words should be easy to read. Letters should be large and easily seen from all areas of the room.
- Dark print on a light colored background makes for easy reading.
- Using a colour to emphasize key words adds flair without being too “busy”.

Example - highlighting black lettering with a red marker will help words “pop” off the poster/slide.

If using Posters:

- Use 3-4 posters to complement your demonstration:
 - ⇒ Poster #1: **TITLE** - make this as eye catching as possible
 - ⇒ Poster #2: **MATERIALS** - list (in point form) materials / equipment
 - ⇒ Poster #3: **METHOD / PROCEDURE** - it is tempting to show ALL of the steps required to complete the demonstration; however, the poster should only list the steps ... the presentation should demonstrate **HOW** to carry out the steps/procedure.
- Posters will need to be supported on an easel, poster stand or flip chart for easy viewing. Check with your leader for the best display for your posters.



If using PowerPoint:

- **Make sure you have access to the necessary audio visual equipment for your presentation.**
- **The Provincial 4-H office has equipment available for sign out. Please make arrangements with your Club Communications Coordinator if require AV equipment.**
- Use 3-4 slides to complement your demonstration - similar to using posters.
 - ⇒ Avoid using animations - this will distract from the main steps that you wish to focus on.
 - ⇒ Avoid crowding your pages with clipart - this may be distracting to the audience and judges.
 - ⇒ Be careful when using colors - Stick to light backgrounds and dark, easy to read fonts!



<p>This is well Balanced. Text is easy to read</p> <ul style="list-style-type: none"> • Step 1 • Step 2 	<p>This Text is Too Fancy (difficult for the audience to read)</p> 	<p><i>This text is too small and the poster has too many words for the audience to read quickly</i></p> 	<p>Coloured Text on a white background can be hard for to read...</p> 
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MORE TIPS FOR YOUR DEMONSTRATION!

- Choose supplies & equipment that the audience will have at home or will be able to find easily.
- The supplies & equipment should be large enough for the audience to see clearly. If necessary, use an slanted or raised board to elevate the steps you are sharing with the audience
- Use clear containers where possible - label each with contents and remove covers before starting the demonstration. **Brand labels NEED to be covered.**
- Organize your work space, arranging supplies & equipment in order of use.
- Make sure to hold up items for the audience to see. Remember, you are presenting for everyone, not just the judges.
- Practice with your posters. They are an important part of a successful presentation.
- Cover the table or workspace - a vinyl table cloth is especially useful for demonstrations as it is easy to spread, keeps the workspace neat and is easy to clean.
- If your demonstration involves food, keep these tips in mind:
 - cover food when not using
 - wear an apron
 - cover hair or tie hair back from face
 - use a damp cloth to wipe hands & table
- Watch your time - Demonstrations should take 5-7 minutes for Juniors 7-10 minutes for Seniors. Timed presentations do not include set-up or take-down
- In preparation for the Communications Event, pack all of your supplies & equipment (including posters). Arrive early to the event to set up, hang posters and relax before the presentation

HAVE FUN!!!

If YOU are enjoying what you are doing, so will the audience!



ALTERNATE COMMUNICATIONS

- The 4-H Communications Project enables members to explore different areas in which to use their learned communication skills. Although club communications serves as the main completion event, circumstances may arise where a 4-H member will need to (or may choose to) participate in Alternate Communications.
- usually reserved for Senior 4-H'ers (**occasionally** Intermediate members) having completed at least two years in the traditional communications project.
- Members considering an alternate communications must have permission from the Communications Coordinator (or Overall Leader) **AND** their Regional 4-H Specialist prior to the Club Event.
- ALL Alternate Communications are to be completed no later than the Club's Achievement Day

Arrangements must be made with the Communications Coordinator (or Overall Leader) as well as the Regional 4-H Specialist PRIOR to the club communications event. Members must submit a completed Alternate Communications Request Form.

- ⇒ Present a 4-H overview to early school age children
- ⇒ Participate in media development for 4-H projects and projects
- ⇒ Give a presentation regarding 4-H trips in which you have taken part
- ⇒ Read to Grade 3 students during Agriculture Literacy Week (*usually in March*)
- ⇒ Emcee a 4-H Event (i.e. AGM, Club Communications, Leaders' Appreciation Banquet)
- ⇒ Conduct a project workshop/clinic for junior members (*not as part of the Junior Leadership Project*)

NOTE: The Alternate presentation must be, in part, prepared by and presented by the 4-H member. The presentation must incorporate speaking/demonstration skills and be of acceptable length (i.e. the given time for the members speaking category)



CHAIRING COMMUNICATIONS

- Acting as the chair person for a communications event is a way for members to complete their communications requirement. **There can be one chairperson per panel of judges.**
- Work with the Club Coordinator to gather information about the judges for their introductions. Make sure to ask for their correct name, job title community involvement and background with 4-H (if any)
- Arrive early to help set up and to familiarize yourself with the event program.
- Start the event on time. Welcome everyone and invite them to stand to recite the 4-H Pledge. Introduce yourself followed by introduction of the judges. Announce any changes there may be to the program.
- Remind people to turn off all electronic devices to leave or enter the room only between presentations.
- Do your best to stay on program. It would be beneficial to create a list of "4-H Fillers" to help fill quiet times between presentations! Fillers often include information about the 4-H program as well as announcements of scheduled activities for the 4-H Club, Region & Province.
- Assist members with setting up tables and posters for demonstrations.
- Following the last presentation, inform the audience that there will be a brief break as the judges deliberate. During the break is a great time to ask younger 4-H members to help pass out thank you gifts to the judges at the end of the evening.
- Following deliberation, ask the audience to take their seats. Welcome the judges back and thank them on behalf of the club. Ask the judges to give their comments, and assist (if asked) with the presentations.

SHOW TIME - Tips for the Big Event!

- **KNOW YOUR MATERIAL** - with practice, you will become more confident with your presentation. Knowing your “job” will help send a clear message to the audience while keeping their attention.
- **STAY CONNECTED** - make frequent “eye contact” with your audience. Involve them in the presentation whenever you can.
- **STAND TALL** - it is easy to slouch or rock from foot to foot when giving a presentation, however this will be distracting to the audience and the judges. Plant your feet comfortably and stand up tall...look up and out as this will also help with projecting your voice!
- **SPEAK UP** - practice speaking clearly and loudly...remember everyone in the room is interested in what you have to say, not just the judges. Make your words reach the back of the room! Avoid using “umms and “ahhs “ as it will distract from your message
- **USE YOUR NOTES** - If you need to have notes, keep them brief and on cue-cards. Sheets of paper with your whole speech can be distracting and will influence you to *read* rather than *present* your speech.
- **RELAX** - or try to relax! Breathe and stretch before taking the stage. Pause for a few seconds, smile and count to three before speaking. Pace yourself! People tend to rush or speak quickly when nervous, so practice maintaining a calm steady pace. When finished, silently count to three before leaving the stage.
- **DRESS FOR SUCCESS** - attire for formal Communication events should be business casual. Costumes used to enhance the speech/presentation are encouraged, however, members are reminded to dress appropriately for public events.
- **LISTEN TO THE JUDGES** - the judges have been asked to give feedback on your presentation. Use their comments to improve your presentation and perhaps your communication skills. This is especially important if you are moving on to the next level of competition.
- **LEARN TO DO BY DOING** - Have a positive attitude and approach every speaking situation knowing that it is an opportunity to grow. Learn from each experience and keep moving forward!

PRACTICE, PRACTICE, PRACTICE...

- ... looking at the chairperson, judges & audience without referring to your notes
- ... saying each sentence with emphasis in the right places
- ... pronouncing all words correctly
- ... speaking slowly, giving the audience time to appreciate the presentation
- ... pausing at the end of a sentence or a thought
- ... adjusting the volume of your voice using your voice for emphasis
- ... handling your cards
- ... use of posters (if doing a demonstration)
- ... blending your speech with actions (if doing a demonstration)
- ... taking time to let the audience enjoy a joke or funny segment
- ... SMILING at appropriate times - especially at the beginning and at the end

As the saying goes **Practice makes perfect so Practice Everything!!!**



Sample Scoresheets

Junior (9-11) Intermediate (12-14) Senior (15-21)

4-H PEI Communications : Public Speaking Scorecard

Name		Club			Title			Comments
Speech Components	Presentation Criteria	Excellent	Very Good	Good	Fair	Improv. Needed		
Introduction	• Interesting introduction (original, short & complete) and title						Some things you did well: _____ _____ _____ _____ _____ _____ _____ _____ _____ _____ _____ _____	
	• Includes Salutation							
	• Opening sets overall mood of presentation							
Content	• Worthwhile content in a logical sequence							
	• Evidence of thought, research or personal experience							
	• Information accurate and relevant							
Presentation	• Appropriately dressed, good posture and tidy appearance							
	• Poised, at ease and avoids distracting behaviours (ie. Swaying)							
	• Maintains eye contact throughout presentation							
Elements	• Voice – natural, good volume, clarity and projection							Some things you could improve: _____ _____ _____ _____ _____
	• Pronunciation – clear and proper							
	• Grammar – used properly and appropriate for age level							
	• Maintains even speed							
	• Speaks with enthusiasm							
Summary	• Gestures – appropriate, natural and effective							
	• Effectively summarizes topic; important points concluded							
	• Impact of closing statement (does not say thank you)							
Impression	• Member does not rush to finish; pauses before leaving stage							
	• Mastery of speech/topic (evidently practiced for event)							
Count checkmarks in each column and document accordingly		x 5	X 4	x 3	x 2	x 1	Judges SGN:	
After completing multiplication document total of each column							Time	
Add the column totals for a score out of 100		Total out of 100						Penalty

Junior (9-14) Senior (15-21) Single Team

4-H PEI Communications : Demonstration Scorecard

Name		Club			Title			Comments
Speech Components	Presentation Criteria	Excellent	Very Good	Good	Fair	Improv. Needed		
Introduction	• Interesting Introduction (original, short & complete) and title						Some things you did well: _____ _____ _____ _____ _____ _____ _____ _____ _____ _____ _____	
	• Includes Salutation							
	• Opening sets overall mood of presentation							
Subject	• Worthwhile content in a logical sequence							
	• Evidence of thought, research or personal experience							
	• Information accurate and relevant							
Presentation	• Appropriately dressed, good posture and tidy appearance							
	• Poised, at ease and avoids distracting behaviours (ie. Swaying)							
	• Maintains eye contact throughout presentation							
Elements	• Time and materials well used							Some things you could improve: _____ _____ _____ _____ _____
	• Voice – natural, good volume, clarity and projection							
	• Pronunciation – clear and proper							
	• Grammar – used properly and appropriate for age level							
	• Maintains even speed							
Workmanship	• Speaks with enthusiasm							
	• Gestures – appropriate, natural and effective							
	• Table neat & orderly; supplies organized and easy to see							
Summary	• Work and speech coordinated; team shares work evenly							
	• Visual aids – neat and legible; effectively used							
	• Creative and suitable equipment							
Impression	• Effectively summarizes topic; accomplished finished product							
	• Asks audience for questions and answers satisfactorily							
Count checkmarks in each column and document accordingly		x 4	X 3	x 2	x 1	x 0.5	Judge SGN:	
After completing multiplication document total of each column							Time	
Add the column totals for a score out of 100		Total out of 100						Penalty

**Learn
To Do
By Doing**

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