

## **FOR IMMEDIATE RELEASE**

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### **Drought Relief Food Drives Established To Help Fresno County Westside Families**

*Local Media Outlets and Businesses Come Together To Encourage Fresno County Businesses & Residents To Collect Food, Raise Funds & Help Distribute Food To Those Affected By Drought Conditions*

**FRESNO, CALIFORNIA, August 13, 2009...**The Community Food Bank, The Salvation Army and The Big Fresno Fair have joined forces with local media outlets KFTV Univision 21, Univision Radio, Peak Broadcasting and locally-owned business Central Valley Community Bank to hold a series of food drives to collect food and funds for those affected by the drought on the Westside of Fresno County. This unprecedented collaborative effort reaches out to Fresno County businesses and residents to step forward to donate food and raise funds to fulfill the tremendous need to feed Westside families. The Drought Relief Food Drives consist of two events in August and September followed by a third food drive on October 15, 2009 at The Big Fresno Fair. Donations should be non-perishable food, like canned soup, canned vegetables or fruit, pasta, beans, rice or cereal. Cash and checks are also appreciated. For every \$1 donated, Community Food Bank and The Salvation Army can buy \$8 worth of food!

#### **August 16th Drought Relief Food Drive**

**Who:** Hispanic Family Day at Fresno Chaffee Zoo presented by KFTV Univision 21

**What:** Donate food or make cash donations and enter-to-win admission tickets to The Big Fresno Fair and reserved seats to the Festival de Mariachi on October 18th.

**When:** Sunday, August 16th from 9 a.m. to 5 p.m.

**Where:** Fresno Chaffee Zoo

#### **August 17th Drought Relief Food Drive**

**Who:** Peak Broadcasting (KMJ, KSKS, KMGV, KWYE and KFJK)

**What:** Donate food or make cash donation and enter-to-win admission tickets to The Big Fresno Fair and reserved seats to scheduled concerts during the Fair.

**When:** Monday, August 17th from 6 a.m. to 7 p.m.

**Where:** Peak Broadcasting parking lot located off the southwest corner of Palm & Shaw Avenues

#### **August 17th – September 30th Drought Relief Food Drive**

**Who:** Central Valley Community Bank

**What:** Donate food or make cash donations at Central Valley Community Bank offices in Fresno or Madera Counties.

**When:** August 17th – September 30th

**Where:** All Central Valley Community Bank offices in Fresno or Madera Counties will accept donations. For office hours and locations, visit [www.cvcb.com](http://www.cvcb.com).

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**October 15th Drought Relief Food Drive**

**Who:** Big Fresno Fair

**What:** Bring 3 or more cans and receive free admission into the Fair.

**When:** Thursday, October 15th from 11:30 a.m. to 5 p.m.

**Where:** 2009 Big Fresno Fair

“The overall message is simple. The need for food is great and the need is now,” said Captain Dwaine Breazeale, County Coordinator for The Salvation Army. “We need the communities of Fresno County to come together and step up to the challenge. Help your fellow community. Every donation makes a difference and if every member of our community donates it will add up and have a large impact!”

Community Food Bank and The Salvation Army work together to not only provide food to those families on the Westside hardest hit, but other forms of assistance and education. Community Food Bank and The Salvation Army are currently distributing and serving 21% of Fresno County and expect that the need for nutritious food will quadruple as a result of the ongoing drought.

“The volume of food needed to support our distribution efforts is tremendous and as the need intensifies more volunteers are required to help serve the food. In the last year alone, we have doubled our food distribution,” said Dana Wilkie, CEO, Community Food Bank. “We have been working closely with local, regional, state and national officials to draw attention to the dire situation in Fresno County, especially for those communities hardest hit by the drought and soaring unemployment rates. Those interested in volunteering should contact HandsOn Central California at [vols4disaster@handsoncentralcal.org](mailto:vols4disaster@handsoncentralcal.org).”

**TELEVISION CHALLENGE TO ALL LOCAL TV STATIONS AND THEIR VIEWERS:**

“Families across Fresno County are finding it more and more difficult to meet their basic meal needs – a trend that is not only increasing, but also affecting a new population who had previously been self-sufficient,” said Maria L. Gutierrez, General Manager of KFTV Univision 21. “Whether it is a few dollars or a couple of cans from an individual, small business or corporation, every donation counts and makes a difference. Lend your voice and spread the word about this effort.”

**RADIO CHALLENGE TO ALL LOCAL RADIO STATIONS AND THEIR LISTENERS:**

“We want to encourage our listeners, members of our community, to step forward and be part of the solution in fulfilling this widespread need for food,” said Patty Hixson, Senior Vice President & General Manager of Peak Broadcasting. “Food donations from the public are critical so that Community Food Bank and The Salvation Army can provide nourishing food and help families in need.”

“We feel that it is extremely important for us to provide our audience with an effective vehicle through which to support those affected by the drought on the Westside of Fresno County during this time of need,” said Angela Navarrete, GM of Univision Radio in Fresno. “Through our efforts, we hope to be able to meaningfully lend to the relief efforts.”

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**BUSINESS CHALLENGE TO ALL LOCAL BUSINESSES AND THEIR CUSTOMERS:**

“This need cannot be met without communities and their businesses coming together and helping each other,” said Dan Doyle, President and CEO of Central Valley Community Bank. “We value our community and challenge other local businesses to join us in helping to fulfill the need for food on the Westside of Fresno County.”

Drought Relief Food Drive collaboration developed as the need for food grew exponentially. In June, Community Food Bank expanded its drought relief efforts in Fresno County after Governor Schwarzenegger activated the California Disaster Assistance Act. This provided Community Food Bank with governmental resources to address the immediate nutritional needs of drought impacted families on the Westside. However, the need exceeds the current resources as a “trickle-down” affect takes hold and not only farm laborers in these communities are struggling but small business owners that have gone out of business and can no longer put food on the table for their families.

In a February 2009 report, University of California, Davis Economist Richard Howitt projected that this year's water shortages would cause direct and indirect income losses to the Central Valley ranging from \$1.6 to \$2.2 billion. The report projected job losses in a range between 60,000 and 80,000. San Joaquin Valley agricultural commissioners in five counties are estimating a loss of \$1.4 billion from unplanted acres, yield reductions and rangeland damage due to drought and water shortages this year. And according to the California Farm Bureau Federation, Fresno County has been hit the hardest by the drought, with a projected loss of \$730 million and 262,000 acres left idle.

“As an agricultural-based Fair, the current situation on the Westside of Fresno County is near and dear to our hearts,” said John C. Alkire, CEO of The Big Fresno Fair. “Water shortage here in the Central Valley is an extremely complex issue that won’t be resolved in the immediate future; however, the need for food is something we can help with today. We ask that each member of our community do the same. If we come together we can make a big difference.”

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Individuals and/or businesses interested in making monetary or food donations toward the Drought Relief Food Drive events but are not able to participate on the scheduled dates are encouraged to call (559) 650-3229 for more information on how to participate.

**About The Community Food Bank:**

Through a partnership with 150 agencies, Community Food Bank distributes nutritious food to 70,000 food insecure people weekly. Annually, more than 14 million pounds of food are provided to communities in Fresno, Madera and Kings Counties. Community Food Bank supports a variety of hunger and nutrition education programs including the Emergency Food Assistance Program, Food Pantry Distribution, Mobile Pantry/Nutrition on Wheels, Kids Café and Neighborhood Markets.

**About The Salvation Army:**

The Salvation Army is the top-ranked non-profit for responding to domestic social needs in the United States and provides meals to those in need on a daily basis. In 2008, The Fresno County Salvation Army provided food boxes to 50,000 men, women and children. This year, distribution is on track to reach at least 100,000 men, women and children. In addition to food relief for the hungry, The Salvation Army has provided successful drug and alcohol rehabilitation services, transitional housing for women and children, eviction prevention, utility assistance, and senior housing since 1890. About 83 cents of every dollar raised is used to support those services in the San Joaquin Valley.

**About The Big Fresno Fair:**

The Big Fresno Fair, founded in 1884, is the fifth largest fair in the State of California and represents the 21st District Agricultural Association. Nearly 550,000 people from throughout the state visit The Big Fresno Fair each year making it the largest event in the Central Valley. Members of the Board of Directors include: Larry Serpa, President; Tim Bakman, Vice President; Joseph De Los Santos, Secretary Treasurer; Ardie Der Manouel, Elizabeth Hudson, Debbie Jacobsen, Vernon Jones, Wangyee Vang and William White. John C. Alkire heads daily operations in his role as Chief Executive Officer. Additional information about The Big Fresno Fair can be found at [www.FresnoFair.com](http://www.FresnoFair.com).

**About Central Valley Community Bank:**

Central Valley Community Bancorp trades on the NASDAQ stock exchange under the symbol CVCY. Central Valley Community Bank, headquartered in Fresno, California, was founded in 1979 and is the sole subsidiary of Central Valley Community Bancorp. Central Valley Community Bank currently operates 16 offices in Clovis, Fresno, Kerman, Lodi, Madera, Merced, Oakhurst, Prather, Sacramento, Stockton, Tracy, and a loan production office in Modesto, California. Additionally, the Bank operates Commercial Real Estate Lending, SBA Lending and Agribusiness Lending Departments. Investment services are provided by Investment Centers of America and insurance services are offered through Central Valley Community Insurance Services LLC. Members of Central Valley Community Bancorp's and the Bank's Board of Directors are: Daniel N. Cunningham (Chairman), Sidney B. Cox, Edwin S. Darden, Jr., Daniel J. Doyle, Steven D. McDonald, Louis McMurray, Wanda L. Rogers (Director Emeritus), William S. Smittcamp, and Joseph B. Weirick. More information about Central Valley Community Bancorp and Central Valley Community Bank can be found at [www.cvcb.com](http://www.cvcb.com).

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