



## **FOR IMMEDIATE RELEASE**

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### **BIG FRESNO FAIR PARTNERS WITH CBS47 AND FRESNO STATE TO KICK OFF ANNUAL “FEED THE NEED” FOOD DRIVE**

*Donate 12 canned foods on September 21 & receive one free admission ticket to the Fair*

**FRESNO, CALIFORNIA, September 16, 2016...**The Big Fresno Fair has teamed up with CBS47 and Fresno State for the early one-day “Feed the Need” Food Drive on Wednesday, September 21. This one-day drive officially kicks off the 8<sup>th</sup> Annual Big Fresno Fair “Feed the Need” Food Drive effort. Fresno and Clovis communities are being asked to bring 12 or more canned foods per person in exchange for one free admission ticket to The Big Fresno Fair valid Monday through Friday, limit two per car.

Because the need for food in our communities is so great, there are two donation locations this year:

**CBS 47 Studios:**  
5035 E McKinley Ave.  
Fresno, CA 93704  
**Hours: 7 a.m. – 7 p.m.**

**Fresno State Red Lot:**  
East Barstow Ave. just west of Cedar Ave.  
**Hours: 7 a.m. – 2 p.m.**

“Hunger is something Central Valley communities know all too well. Our goal with the annual ‘Feed the Need’ Food Drive is to help families and students who experience food insecurity focus on things other than where their next meal will come from,” said John C. Alkire, CEO of The Big Fresno Fair. “We are extremely grateful to have such valuable partners who join us in this effort to feed our communities.”

In total, the Fair has collected more than 580 tons of food over the past seven years to benefit the organizations supported by our “Feed the Need” Food Drive partners, Community Food Bank and The Salvation Army. In 2015, the Fair added Fresno State as a partner to support campus Food Security Project. Each Fair partner helps to operate the “Feed the Need” Food Drive effort, with the support of community partners Save Mart Supermarkets, FoodMaxx, Wells Fargo and local media outlets.

Last year, the one-day food drive at CBS47 collected 15,649 lbs. of food. Now with two donation locations, CBS47 and Fresno State Red Lot, The Big Fresno Fair hopes to double its early collection number for 2016.

In 2015, the total amount of food collected during the entire “Feed the Need” Food Drive effort was 271,688 lbs. The food collected during the “Feed the Need” Food Drive at CBS47 and Fresno State will be added to the total amount collected during the Fair-time food drive at the Fairgrounds on October 13 from 11 a.m. to 8 p.m. to create a grand total of food collected for the overall “Feed the Need” Food Drive effort.



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Everyone is encouraged to donate! Be sure to check donation hours. Canned foods will only be accepted at the Fresno State Red Lot until 2 p.m. and at CBS47 Studios until 7 p.m. on Wednesday, September 21. Plus, come out to the Fresno State Red Lot to see Mary Castro, Coach DeRuyter and his wife, and Fresno State volunteers in action as they collect food for their Fresno State peers and the community! Get there early to get a picture with everyone's favorite Bulldog, Victor E. Bulldog III.

**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. More than 650,000 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: Debbie Jacobsen, President; Larry Serpa, Vice President; Jerry Pacheco, Secretary/Treasurer; Leta Ciavaglia, Linda Mae Balakian Hunsucker; Elizabeth Hudson; Ricky Vang; Dora Westerlund and William White. John C. Alkire heads the daily operations in his role as CEO. The 2016 Big Fresno Fair will run October 5 – 16. For more information about The Big Fresno Fair, please visit [www.FresnoFair.com](http://www.FresnoFair.com).



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