



## MEDIA ALERT – 2/8/12

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### TOP HONOR RECEIVED FOR BIG FRESNO FAIR FOOD DRIVE EFFORTS

*The Fair will formally dedicate and present the Award back to the entire community at a Press Conference on February 10<sup>th</sup> for their unwavering participation and support*

**Fresno, California...February 8, 2012**

- WHO:** The Big Fresno Fair, Board of Directors, Friends of the Fair Board, The Salvation Army, Community Food Bank, Supervisor Henry Perea, Mayor Ashley Swearengin, Sequoia Council, Boy Scouts of America and the Girl Scouts of Central California South, Kaiser Permanente Fresno, HandsOn Central California and local media partners.
- WHAT:** The Big Fresno Fair, along with its collective food drive partners, will formally announce the top Award received for the “Feed the Need” Community Food Drive given by the Western Fairs Association. The Fair will then formally dedicate and present the Award to its community partners and the entire community for their continued participation in the annual “Feed the Need” Community Food Drive, making it a success. Also, partners will issue a challenge to all community members to take action and get involved in local volunteerism and charitable giving. Confirmed speakers for the press conference are:
- John C. Alkire, CEO, The Big Fresno Fair
  - Captain Dwaine Breazeale - Area Coordinator for The Salvation Army of Fresno County
  - Andy Souza, CEO, The Community Food Bank
  - Supervisor Henry Perea - Fresno County Board of Supervisors, Vice Chairman
  - Mayor Ashley Swearengin - City of Fresno
- WHEN:** Friday, February 10, 2012 at 10 a.m.
- WHERE:** Table Mountain Rancheria Park at the Fresno Fairgrounds, 1121 S. Chance Ave., Fresno, California 93702. Park inside Gate 2, just south of the Administration Building.
- WHY:** Over the past three years, the “Feed the Need” Community Food Drive has grown into the largest single day, single location food drive in the nation! The formal announcement of the award and dedication of it to the community will allow the Fair and its partners the opportunity to thank everyone who volunteered or came out to give as part of this effort, helping to collect 134 tons of food in total during the last three Fair-time food drives. It will also provide an opportunity to remind the community about the importance of giving and challenge everyone to increase their volunteerism and charitable giving throughout the year – helping to ***Be The Change*** in our community.
- VISUALS:** Award; “Feed the Need” Community Food Drive banners; canned food display; and visual representation of the collaborative partners whose participation has resulted in an award-winning annual food drive.



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