



NEWS RELEASE

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FOR IMMEDIATE RELEASE

July 19, 2007

Advisory to Editors/Reporters:

**IT'S NOT TOO LATE TO RSVP FOR...
FRESNO COUNTY FARM BUREAU'S**

Media Appreciation Night

DATE: Thursday, July 26, 2007
TIME: 5:30 to 9 p.m.
PLACE: Clovis Rodeo Grounds, Clovis Avenue and Rodeo Lane, Clovis
WHAT: Reception & Presentation of Journalism Awards (at 6:45 p.m.)
Please come for an hour or stay all evening!
WHY: It's time for us to say "Thank You" for responsible coverage of the Valley's agricultural issues. Come to relax, but story ideas and news sources will be available on-site should you want to work. Let us know if you'd like to cover the event!

The ever-popular Fresno County Farm Bureau Media Appreciation Night will be held on Thursday, July 26 from 5:30 to 9 p.m. at the Clovis Rodeo Grounds, Clovis Ave. and Rodeo Lane, Clovis.

FCFB's Media Appreciation Night is an opportunity to acknowledge the working relationship between Farm Bureau and the local and regional media for its help in reporting about agricultural issues. Local reporters, editors and news team members from print and electronic media are invited to attend the event.

Last year, more than 200 people attended and were on-hand to hear the announcement of the FCFB Annual Journalism Awards. The awards recognize excellence in reporting on agricultural issues from print, radio and television journalists from throughout Fresno County. The presentation of the awards will be at 6:45 p.m.

FCFB's Public Relations Committee, co-chaired by Mark Thompson and Theresa Sebasto, has planned a fun evening filled with several activities. Demonstrations include, sheep dog herding, mule packing and mock calf roping – lots of visuals for your cameras! In addition, several organizations will have informational booths on display, including California State University, Fresno, who will showcase student-produced products.

(more)

Sponsors for the event include:

Ag One Foundation
California Cotton Ginners and Growers Association
California Dairies Inc./ Challenge Food Products
Clovis Rodeo Association
Crown Jewels Marketing
Fresno Cooperative Raisin Growers, Inc.
Fresno Equipment Company
Ganduglia Trucking
Gar Tootelian, Inc.
H & L Auto Body - Sanger
Hedrick's Chevrolet
High Desert Ag, Inc.
Hudson Farms
Jeffrey T. Roberts
Jerry Tahajian -- Wills & Trusts Attorney
Keith Nilmeier Trucking
Machado Dairy L.P.
Martin Mazorra - Private Wealth Advisors
Michelsen Packaging Co.-SUN-DRY Raisin Trays & Jumbo Rolls
Microdot Security Solutions LLC
Mid Valley Publishing
PR Farms/Bella Frutta
Proteus Inc
Rain for Rent/Westside Pump Company
Rick Hutchinson – SmithBarney
Sawyers & Holland, LLP
The Big Fresno Fair
The Burchell Nursery, Inc
The Business Journal
The Clarksfield Company, Inc.- Ben Ewell, President
Wawona Frozen Foods

One of the attractions of Media Night is the trailer full of fresh produce donated by Farm Bureau members for the media guests to take home. To make a reservation, call the Farm Bureau office at (559) 237-0263 or email Liz Hudson at lizh@fcfb.org.

Fresno County Farm Bureau represents more than 5,000 members on air quality, trade, land use, water, labor and all agricultural related issues. Fresno County produces more than 350 commercial crops annually, totaling over \$4.8 billion dollars in gross production value.

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