



FOR IMMEDIATE RELEASE
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MEDIA ADVISORY

Press Conference / Food Drive

Drought relief food giveaway to benefit California's Food Banks

WHAT: *California Water Feeds Our Communities* is hosting a press conference/send-off event as 15 truckloads of locally-grown produce will be sent to food banks in Merced, Bakersfield, Los Angeles, Watsonville, Salinas, Santa Maria, Oxnard, Riverside and San Diego.

Representatives from community partners will be available to speak with the media regarding the impacts of the drought and how, through the generosity of our community, we are able to help those in greatest need of the devastating effects of the drought.

WHEN: Wednesday, September 3, 2014, 10:00 a.m.

WHERE: Simonian Fruit Company
350 N. 7th Street (near Golden State Blvd. and Adams Avenue)
Fowler, CA 93625

WHO: Representatives available (partial list):

Community Food Bank
El Agua Es Asunto De Todos
Westlands Water District
California Water Alliance
Farmers

Downtown Business Hub
Fresno County Farm Bureau
CA Farm Water Coalition
Elected Officials/Representatives

BACKGROUND: The drought has directly impacted our communities, farm workers and farmers. Many are devastated by the lack of water. *California Water Feeds Our Communities* is a grassroots effort to raise the awareness of the important role that water plays in California agriculture and everyday life.

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