



FOR IMMEDIATE RELEASE

CONTACT: Danielle LeBouef
(559) 650-3229
(559) 994-3133

THE BIG FRESNO FAIR LAUNCHES LARGEST EVER GIRL SCOUT RECRUITMENT CAMPAIGN

*Central Valley Girl Scouts Expand Membership By Supporting The Big Fresno Fair's
Drought Relief Food Drive*

FRESNO, CALIFORNIA...SEPTEMBER 28, 2009...The Big Fresno Fair is proud to announce an unprecedented Girl Scout recruitment campaign for the Central California South region now through October 15th. More than 10,000 Girl Scouts from Fresno, Kern, Kings, Madera and Tulare counties will help expand membership by inviting a new recruit to join them in the Drought Relief Food Drive efforts by bringing three or more canned food items to enter The Big Fresno Fair on October 15th for free. Once inside the Fair, Girl Scouts and their recruits will complete an educational tour of exhibit buildings with an official Activity Sheet that once turned in will earn them a coveted "Fun Patch" for their Girl Scout sashes that will only be offered that day.

Girl Scout officials will be on-site at the Fair to manage the campaign and will sign up new Girl Scout recruits, waiving the annual fee only on that day. Girl Scouts from Kindergarten through 12th grade are being contacted through chapter outreach efforts with specific emphasis to target underserved rural communities within the region.

"The Girl Scouts offer an incredible leadership experience for our area's youth and we are thrilled with the opportunity to be able to reach out to our entire region with such an incredible recruitment program offering an educational and community service experience that is sure to be a great time," stated Cathy Ferguson, CEO of Girl Scouts Central California South. "In order to maximize recruitment opportunities, we need to spread the word to encourage all Girl Scouts and their leaders to join the effort. All those interested are asked to contact Emily

- more -

1121 S. Chance Avenue, Fresno, California, 93702-3707
559 650-3247 • FAX 559 650-3226 • www.FresnoFair.com





Page 2 – Girl Scout Recruitment Campaign

Cabrera at (559) 291-5078 ext. 130 or ECabrera@girlscoutsccs.org or visit www.girlscoutsccs.org or www.FresnoFair.com for details on participation.”

Girl Scouts are encouraged to independently gather larger quantities of food and funds to be donated toward the Drought Relief Food Drive. Participating Central Valley Community Bank and Panera Bread Store locations are available for food drop offs prior to the October 15th event at The Big Fresno Fair. Girl Scouts are encouraged to remember that they must retain three canned food items per person to enter the Fair for free on October 15th.

“We are pleased to collaborate with the Girl Scout program while also being able to help Valley families most affected by the drought conditions through our Drought Relief Food Drive available to the entire community on October 15th. All those who bring three or more canned food items to the Fair between the hours of 11:30 a.m. and 5:00 p.m. will be able to enter the Fair for free,” said John C. Alkire, CEO of The Big Fresno Fair. “Our Fair team and Girl Scout officials will be on hand to direct the Girl Scouts throughout the Fairgrounds that day as they work to earn their “Fun Patch.”

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.

#



1121 S. Chance Avenue, Fresno, California, 93702-3707
559 650-3247 • FAX 559 650-3226 • www.FresnoFair.com

