



FOR IMMEDIATE RELEASE

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CATHOLIC CHARITIES TEAMS UP WITH THE BIG FRESNO FAIR TO HELP RAISE FUNDS TO BENEFIT THE WESTSIDE OF FRESNO COUNTY

*Concert & Carnival tickets purchased in advance through
Catholic Charities will benefit those in need*

FRESNO, CALIFORNIA...August 25, 2009...Catholic Charities is proud to partner with The Big Fresno Fair to help raise money to benefit the west side of Fresno County. Tickets for the Michael W. Smith concert and Unlimited Carnival Ride Wristbands purchased in advance through Catholic Charities will benefit those in need on the west side of Fresno County. Tickets are on sale now through Catholic Charities. Individuals may purchase tickets or get more information at www.ccdof.org/events, by calling (559) 237-0851 or sending an email to stepup@ccdof.org.

“We are thrilled that The Big Fresno Fair has stepped forward to provide this opportunity to us,” said Catherine Manfredo, Executive Director of Catholic Charities. “We welcome the chance to share with the community the breadth of the services we provide and to garner their support for our fundraising efforts to reduce poverty with *Step Up San Joaquin Valley*. We are also excited to be part of the 2009 Fair and to help to shine a light on the crisis our neighbors are facing on the west side of Fresno County due to the lack of water.”

All proceeds from the Fair event are being combined with Federal and private funding sources to create a mobile outreach unit which will provide comprehensive case management for residents

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of west Fresno County who have been impacted by the drought. Our goal is to offer individuals and families an opportunity not only to meet their immediate needs, but to address the underlying causes of their circumstances and to make empowerment of those we serve, especially the poor and vulnerable, central to our work.

“The Big Fresno Fair is proud to partner with Catholic Charities and support their initiative in assisting those individuals affected by the drought,” said John C. Alkire, CEO of The Big Fresno Fair. “We know that the community will step up and support their efforts by purchasing those products through them. Ultimately, we all want to support our neighbors on the west side of Fresno County, which was why the Fair entered this partnership and we know others will follow in support as well.”

About Catholic Charities:

Catholic Charities, Diocese of Fresno, (CCDOF) is a faith-based social service agency providing aid in eight counties of the valley; Fresno, Merced, Mariposa, Madera, Kings, Tulare, Kern and Inyo.

CCDOF provided nearly 200,000 units of service last year, with 86% of all revenue going directly to programs serving the central valley.

For more information, call (559) 237-0851 or visit www.ccdof.org.

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