

FOR IMMEDIATE RELEASE

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Community Steps Up To The Challenge For Drought Relief Food Drives

Collaboration Between Local Media Outlets and Businesses Helps To Collect 11,165 Pounds Of Food and \$15,752 In Monetary Donations

FRESNO, CALIFORNIA, August 19, 2009... Drought Relief Food Drive events held Sunday, August 16th and Monday, August 17th collected 11,165 pounds of food and \$15,752 in monetary donations. The collected food and funds will benefit those affected by the drought on the Westside of Fresno County. Partners of this unprecedented collaborative effort include Community Food Bank, The Salvation Army, The Big Fresno Fair, Central Valley Community Bank, KFTV Univision 21, Univision Radio and Peak Broadcasting.

Individuals and/or businesses interested in making monetary or food donations toward the Drought Relief Food Drive events but were unable to participate in the week's events, are encouraged to take part in upcoming events. Donations should be non-perishable food, like canned soup, canned vegetables or fruit, pasta, beans, rice or cereal. Cash and checks are also appreciated. For every \$1 donated, Community Food Bank and The Salvation Army can buy roughly \$8 worth of food!

Today to September 30th Drought Relief Food Drive

Who: Central Valley Community Bank

What: Donate food or make cash donations at Central Valley Community Bank offices in Fresno or Madera Counties.

When: Today to September 30th

Where: All Central Valley Community Bank offices in Fresno or Madera Counties will accept donations.

For office hours and locations, visit www.cvcb.com.

October 15th Drought Relief Food Drive

Who: Big Fresno Fair

What: Bring 3 or more cans and receive free admission into the Fair.

When: Thursday, October 15th from 11:30 a.m. to 5 p.m.

Where: 2009 Big Fresno Fair

For more information on the Drought Relief Food Drive efforts, call (559) 650-FAIR. Individuals interested in volunteering are encouraged to call (559) 237-3101 or send an email to tgonzalez@handsoncentralcal.org.