

For more information, contact:

Shannon Shuman
Vice President and Publisher, Produce
Telephone: (913) 579-9005
Email: sshuman@farmjournal.com

The Packer

For Immediate Release

The Packer's West Coast Produce Expo Welcomes Kareem Abdul-Jabbar

Lenexa, Kan. (March 13, 2017)—The Packer will feature Kareem Abdul-Jabbar as the keynote speaker at The Packer's West Coast Produce Expo in Palm Springs, May 18-20. In response to the rapid growth and high standards of this show, The Packer invites one of America's most respected sports heroes to be its featured speaker and guest.

Abdul-Jabbar is the NBA's all-time leading scorer, a six-time NBA champion, a record six-time NBA MVP, a record 19-time NBA All-Star, a 15-time All-NBA selection, an 11-time NBA All-Defensive Team member and twice-voted NBA Finals MVP. In 1996, he was honored as one of the 50 Greatest Players in NBA history.

In addition to his legendary basketball status, Abdul-Jabbar is also an author and regular contributing columnist for the *Washington Post* and *Time* magazine. In November, President Barack Obama presented Abdul-Jabbar the Presidential Medal of Freedom.

"We're thrilled to secure this American legend for one of the produce industry's most premiere events," said Shannon Shuman, Vice President and Publisher, Produce. "After 50 years as a world-class athlete, author and now Medal of Freedom recipient, Kareem will be sharing his perspectives on leadership, cultural changes and, of course, his experiences as a basketball icon."

The Packer's West Coast Produce Expo is recognized as one of the produce industry's most important events. With 150 exhibitors and 800 attendees, the expo features a broad spectrum of industry buyers and sellers. The 2017 Expo will be at the spectacular Palm Springs JW Marriott.

Abdul-Jabbar's address will take place Saturday, May 20 from 10:30 a.m. to 11:30 a.m., immediately following The Packer's annual presentation of "Fresh Trends" by Produce Retailer Editor, Pamela Riemenschneider and The Packer Editor, Greg Johnson. A sponsors VIP meet and greet will follow.

For more information on Kareem Abdul-Jabbar, including a video of his presidential award, visit www.kareemabduljabbar.com.

For more information on the program and registration for the West Coast Produce Expo, visit www.westcoastproduceexpo.com, or contact Eileen Weishaar at eweishaar@farmjournal.com

About The Packer & Farm Journal Media (www.farmjournalmedia.com)

The Packer, Produce Retailer and the Produce Market Guide are owned by Farm Journal Media. The company was started 140 years ago with The Farm Journal, and now serves the row crop, livestock, produce and retail

sectors through 26 branded websites, eNewsletters and phone apps; 11 business publications; 70 events; six nationally broadcast television and radio programs; a robust mobile text marketing business; and an array of data-driven paid information products. The company also holds a majority stake in the online equipment marketplace, *www.MachineryPete.com*. In 2010, the company established the non-profit, public charity Farm Journal Foundation, which is dedicated to sustaining agriculture's ability to meet the vital needs of a growing population through education and empowerment.