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## **For Immediate Release**

### ***Farm Journal Media Holds Employee Service Day to Provide Hunger Relief in Local Communities***

Philadelphia, PA (November 8, 2011) Farm Journal Media recently held a companywide Employee Service Day on which employees volunteered at various organizations across the country in support of the recently created Farm Journal Foundation initiative *Farmers Feeding the World*.

To assist those with hunger needs, employees participated in events that included organizing a local food drive, helping at local food banks and providing hot meals. "The entire company turned out and got behind this with a personal effort to fight hunger," said Farm Journal Media CEO Andy Weber. "Giving back is part of Farm Journal's DNA, but this was one of our most rewarding efforts because it got everybody directly involved."

Coordinating a local food drive featuring more than a dozen separate activities, the Farm Journal Customer Care Center in Webster City, Iowa, was able to donate almost 3,000 nonperishable items to its local food bank while gathering hundreds of dollars in donations to purchase fresh meat.

"Most of our employees have never been involved with a community service event such as this, and they were awestruck and appreciative at how much support and food our local community was able to give," said Sara Chelleen, operations and production manager at the Customer Care Center.

Farm Journal Media offices in Indiana, Iowa and Pennsylvania volunteered at local food banks, stocking shelves and organizing donated goods. In Illinois, the Park Ridge office helped prepare and serve a dinner to individuals and families in need. The company's editorial office, located in Mexico, Mo., spent the day in Columbia, Mo., with Meals on Wheels, delivering hot meals to people in the area.

After volunteering with Meals on Wheels, Pam Fretwell, director of industry relations for Farm Journal Media and creator and host of the *Consumer Ag Connection* radio show, interviewed Columbia's Meals on Wheels executive director, Marcia Walker. To hear the interview and learn more about the organization and the people they serve, click [here](#).

#### **About Farm Journal Media**

Farm Journal Media is the nation's leading agricultural media company. Its magazines are the 134-year-old flagship FARM JOURNAL, TOP PRODUCER, BEEF TODAY, DAIRY TODAY and IMPLEMENT & TRACTOR. The company produces and distributes the "AgDay," "U.S. Farm Report," "Corn College TV" and "Leave a Legacy TV" national TV programs and produces the industry-leading website *AgWeb.com* and the syndicated radio show *Consumer Ag Connection*. Farm Journal Media also licenses detailed industry data through its FarmReach™ database, publishes the *Pro Farmer* and *LandOwner* newsletters, produces numerous large-scale live events and provides extensive custom publishing services.