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FOR IMMEDIATE RELEASE

Empowering Youth while Fighting Hunger – Sonoma County Fair Partners with the Redwood Empire Food Bank

SANTA ROSA, CA (June 25, 2024) – The Sonoma County Fair is excited to announce a collaboration with the Redwood Empire Food Bank, supporting both local youth, and families facing food insecurity. From August 4th to August 6th, the Sonoma County Fair Junior Livestock Auction will offer a new opportunity for community members to contribute meaningfully.

Traditionally, the Junior Livestock Auctions marks the culmination of a year's worth of dedication and hard work by young exhibitors from programs including the Sonoma 4-H, FFA, and Independent Junior. This year, the auction takes on added significance as prospective buyers are invited to donate their purchased livestock to the Redwood Empire Food Bank's Range to Table program.

The Range to Table program, spearheaded by longtime rancher Cheryl LaFranchi in partnership with the Redwood Empire Food Bank over two decades ago, aims to address the pressing issue of food insecurity in Sonoma County. By providing locally raised, high-quality meat to thousands facing hunger, Range to Table ensures that essential protein reaches those who need it most.

"We're thrilled to be partnering with the Redwood Empire Food Bank for this initiative," said Hope Marshall, Premium & Exhibit Coordinator at the Sonoma County Fair. "It's an incredible opportunity for our community to come together to support our youth livestock program to offer high quality, local meat products for our neighbors in Sonoma County facing food insecurity."

Here's how it works: during the Junior Livestock Auctions, community members who purchase livestock are given the opportunity to donate them to the Range to Table program. By choosing to donate, buyers support the educational efforts of local youth while directly contributing to the Redwood Empire Food Bank's efforts to End Hunger in Our Community.

"We're grateful for the support of the Sonoma County Fair and its participants," said Colin Davidson, Food Resources Manager at the Redwood Empire Food Bank. "Together, we can make a real difference in the lives of local families facing food insecurity in Sonoma County."

Don't miss your chance to bid on animals and donate them to the Redwood Empire Food Bank during the Sonoma County Fair Junior Livestock Auctions. For more information on the Junior

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Livestock Auctions, visit <https://sonomacountyfair.com/pages/auction-information> or call 707-545-4203.

To learn more about the Range to Table program and how you can get involved, contact Colin Davidson at 707-523-7900 or email cdavidson@refb.org.

About the Redwood Empire Food Bank

The Redwood Empire Food Bank is the largest hunger-relief organization serving Northern California. Since 1987, the Redwood Empire Food Bank has provided food and nourishment to those facing hunger—serving more than 140,000 children, families, and seniors in Sonoma, Lake, Mendocino, Humboldt, and Del Norte Counties. With over 300 direct service distributions and 150 partnerships with local human service organizations, all residents facing food insecurity have regular access to weekly and monthly food distribution sites across the five counties.

Visit refb.org to learn more.

About the Sonoma County Fair Junior Livestock Auction

The Sonoma County Fair Junior Livestock Auction showcases youth-driven agricultural learning and entrepreneurship. Participants raise top-quality grain-fed steers, lambs, goats, hogs, rabbits, and chickens, presenting them for judging, grading, and sale at the Fair. Your support not only aids in their educational journey but also contributes to sustaining future food production. Your purchase today is an investment in both their development and the future of agriculture.