

Press Release

Title: Central Florida Media Group hosts unveiling for premier edition of Central Florida AgNews

WINTER HAVEN -- On Tuesday, July 13th, 2010, Central Florida Media Group (CFMG) hosted the unveiling for the premier edition of Central Florida AgNews (CFAN). The evening was attended by contributing staff, family and friends of CFMG, as well as advertisers and clients. Other honored guests included representatives from USF Polytechnic BlueSky business accelerator, local farmers and ranchers, Polk County Farm Bureau (PCFB) executives and board members, and esteemed business colleagues. CFAN has received much attention by the local community for its selection by PCFB as the official newsletter of the organization, thus claiming the slogan, "The Voice of Agriculture."

The event was held at the CFMG office, which is located at the USF Poly BlueSky East business accelerator in downtown Winter Haven. CFMG is one of several companies selected to be a part of the university's economic development business initiative. In a thank you speech, given by CFMG Publisher, Nelson Kirkland, he cited that agriculture in Polk County is a billion dollar business and deserves the kind of media attention that CFAN brings. He also noted that this new venture was being made possible by some very special supporters, naming USF Poly, PCFB, and "those clients that came on board before any actual product even existed." Kirkland continued by thanking "the good Lord above, contributing Editor, writers, photographers, account executives, internet, delivery and database experts all involved in producing the first edition of Central Florida Ag News and www.centralfloridaagnews.com, and the tremendous support and encouragement he has received from his friends and his family."

Other contributing speakers at the event were PCFB President, Larry Black, USF Poly CEO, Dr. Marshall Goodman, and CFMG Editor, Celeste Walls. The Editor relayed to the guests that it is CFMG's mission to be the first authority on agriculture industry news, and for this reason she encourages all readers to share their comments and stories.

All attendees received copies of the first edition, and enjoyed refreshments and hors d'oeuvres catered by Tanners Bar & Grill.

CFAN is a monthly publication with a distribution exceeding 26,000 and growing. The July 2010 issue is the first of many, and features a report on this year's blueberry harvest (page 14), news on the latest control methods for Citrus Greening disease (page 32), a story about healing with horses at Our Children's Academy (page 34), community pictures of local events (page 29), plus much more! All of these stories and more can be found on www.centralfloridaagnews.com.

To obtain the premier issue of CFAN, stop at any one of our [670 newsstands](#) for a FREE copy. For more photos of the event, and to subscribe to Central Florida AgNews, [click here](#).