

FOR IMMEDIATE RELEASE

CONTACT: Amber Kosinsky
Wish Farms
(813) 758-9027
amber@wishfarms.com

**STRAWBERRY GROWER WISH FARMS TO HOST CHARITY EVENT:
BRIGHT HOUSE NETWORKS STRAWBERRY PICKING CHALLENGE**

PLANT CITY, Fla. (January 8, 2013) – Every year, Florida strawberry grower Wish Farms has hosted a charity event to benefit Redlands Christian Migrant Association, but this year, they have announced they will depart from the previous years' format in lieu of an event that is more farm-focused. Wish Farms, based in Plant City, FL, is proud to announce the first annual Bright House Networks Strawberry Picking Challenge!

The Strawberry Picking Challenge will be held Friday, February 7, and Saturday, February 8. In this fun and unique event, corporate team sponsors will be entered into a strawberry-picking relay. The event will kick off Friday evening with drinks, dinner and dancing at the TPepin's Hospitality Centre in Tampa, and the relay will be held Saturday at Futch Farms in Plant City, FL. All proceeds from the event will be donated to Redlands Christian Migrant Association, an organization that provides quality childcare and early education for children of migrant farm workers and rural, low-income families throughout Florida.

In previous years, Wish Farms' held a tennis tournament at Avila Golf and Country Club to benefit RCMA, but this year, Florida's largest grower and shipper of strawberries wanted to host an event that was truer to their agricultural roots.

"This year we are hosting the first annual Bright House Networks Strawberry Picking Challenge," said Gary Wishnatzki, Owner of Wish Farms. "By bringing this event to the farm, we hope to bring awareness and education to the hard work of our farm workers, while also making it a family-friendly event."

The Strawberry Picking Challenge, to be held at Futch Farms in Plant City Saturday, February 8, will consist of corporate sponsored teams competing in a relay-style competition for "Best Looking Flat", "Fastest Flat Picked" and "Cleanest Row." In addition, Radio Disney of Tampa Bay will be onsite leading games and activities for children. Families can enjoy fresh strawberries and strawberry shortcake.

Tickets will be sold onsite Saturday, February 8, however, purchasing tickets in advance is recommended as space is limited. Visit www.wishfarms.com/spc for online ticket orders.

- Ticket price: \$25 per adult and \$8 per child 12 & under (age 3 & under are free).

- Includes lunch, strawberry shortcake and goodie bag.

Sponsorship opportunities at various levels are still available. For details please contact Amber Kosinsky, Wish Farms' Director of Marketing (813) 758-9027 or amber@wishfarms.com.

###

About Redlands Christian Migrant Association:

<<RCMA BOILERPLATE>>

About Wish Farms:

Wish Farms, founded in 1922 and third-generation owned, is the largest shipper of strawberries in Florida and has been for over 50 years. Nationally recognized for quality and innovation, Wish Farms is a year round supplier of strawberries and blueberries and seasonal in select vegetables. Wish Farms utilizes How's My Picking?™, a patented tool for traceability to ensure quality by tying consumer feedback to the harvest time, field location, picker, etc.

For more information about Wish Farms, please visit www.wishfarms.com or www.facebook.com/wishfarms.