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**FLORIDA STRAWBERRY GROWER WISH FARMS RELEASES CHILDREN'S
BOOK;
ANNOUNCES GROCERY MONEY GIVEAWAY**

March 5th, 2014 – Florida strawberry grower Wish Farms has always been heavily involved in their local community, as a major sponsor of the Florida Strawberry Festival and other local charity events. As a national produce broker, marketer and distributor of fresh berries and produce, Wish Farms has continued to expand their community involvement to the national stage, with efforts to encourage healthy eating of fresh fruits and vegetables and nutritional education for children.

Wish Farms announced the launch of their first children's book, *Misty the Garden Pixie*, which is available for purchase on their website and on sale at the Wish Farms strawberry booth at the Florida Strawberry Festival in Plant City. The book will also be available at select stores in Plant City, FL. This brightly-illustrated children's book is entertaining while at the same time helps raise awareness about the farms that supply their food, as well as promotes healthy eating of fruits and vegetables to kids.

This book, written by Therese Wishnatzki and illustrated by Joey Donovan, was inspired by the birth of the Wishnatzki's first grandchild – the 5th generation in their family-owned-and-operated Wish Farms legacy.

“We've always been a family-focused business, and healthy eating is important to us,” said Therese Wishnatzki, writer of *Misty the Garden Pixie* and wife of owner Gary Wishnatzki. “We hope this book will not only provide our younger consumers with a fun way to interact with the Wish Farms brand, but will also inspire kids to snack on fresh fruits, berries, and vegetables instead of some of the unhealthy alternatives.”

Wish Farms will be hosting a book signing the last day of the Florida Strawberry Festival on Sunday, March 9th from 2:30-5pm at their strawberry stand located directly outside of Gate 1 on the corner of Oak Avenue and Woodrow Wilson. Therese Wishnatzki and Joey Donovan as well as *Misty the Garden Pixie* will all be attending to autograph books and share the story with visitors.

To purchase and download *Misty The Garden Pixie*, visit the Wish Farms site here:
www.wishfarms.com/misty

In addition to the release of Misty the Garden Pixie, Wish Farms has launched their 3rd annual Grocery Money Giveaway sweepstakes in yet another effort to engage their national audience and inspire people all over the US to eat more fruits and vegetables. The contest, which began February 28th, will run through March 10th, and Wish Farms will be giving away the following prizes: 1 (one) \$50 gift card, 2 (two) \$100 gift cards, and 1 (one) grand prize gift card worth \$250 to the grocery store of the winner's choosing.

To enter the Grocery Money Giveaway, Like Wish Farms on Facebook and [enter here](#) before March 10th, 2014.

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?TM, 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.

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