

SERVE 60™

MEDIA RELEASE

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For Immediate Release

SERVE 60™ and Farm Aid Join Forces to Help Farmers Across America .

*National Grassroots Organization Partners with Farm Aid to Provide Volunteers
for All Day Benefit Concert in Milwaukee, WI.*

MILWAUKEE, WI (September 20, 2010) – When Farm Aid celebrates its 25th anniversary benefit concert in Milwaukee, WI on October 2, **SERVE 60™** will be right there to help make sure the concert goes on that day and for many years to come. The all day music festival, Farm Aid 25: Growing Hope for America, will feature Willie Nelson, John Mellencamp, Neil Young, Dave Matthews, Norah Jones and many more artists. This year's event will also be hosted by Tavis Smiley of PBS.

SERVE 60™, a national grassroots initiative that promotes community service and volunteerism for at least 60 minutes at a time, especially during Daylight Saving Time Weekends, has forged a partnership with Farm Aid to conduct surveys of concertgoers and collect information on a variety of topics from music preferences and favorite foods to knowledge of farming practices. **SERVE 60™** will provide teams of volunteers throughout the duration of the concert in order to capture the data from concertgoers. The collected data will be used to better focus Farm Aid's energy and resources as well as aid in sponsorship development for future fundraising concerts.

"This partnership between **SERVE 60™** and Farm Aid will help concert organizers garner valuable information that will be used to refine the concert and ensure that the event attains and maximizes its goals to help farmers, concertgoers and sponsors," said **SERVE 60™** Founder L. Maxwell McKissick. "Additionally, the partnership provides a great opportunity for **SERVE 60™** to further expand its reach, mission and message to promote volunteerism and community service for at least 60 minutes to a tremendous fan base of a long standing, cause related event," added McKissick.

Founded by Willie Nelson and John Mellencamp, Farm Aid has worked to keep family farmers on the land throughout America for many years. For its 25th anniversary, the all-day festival will be a celebration of music, family farmers and good food all held at Miller Park (stadium of The Milwaukee Brewers) in Milwaukee, WI. The event will

feature as many farmers and Wisconsin based organizations as possible including **SERVE 60™**. "The Farm Aid concert cannot happen without the help of generous volunteers," said Farm Aid's volunteer coordinator, Anna Miragliuolo. "This year we're proud to partner with Milwaukee based **SERVE 60™** to present Farm Aid 25: Growing Hope for America." added Miragliuolo.

SERVE 60™ will be recruiting local volunteers to help with the event through Friday September 24. The volunteers will have a chance to help Farm Aid carry out its mission as well as enjoy the concert performances and some great local farm grown food. Individuals that would like to volunteer should contact the offices of **SERVE 60™** at (414) 389-9906 or email LMAXWELL@serve60.com . In addition, any corporations interested in engaging their employees in volunteering for the concert should also contact the **SERVE 60™** office for more information.

SERVE 60™ is a national grassroots initiative designed to increase service and volunteerism across America for at least 60 minutes at a time.....especially twice a year during Daylight Saving Time weekends when we ask all Americans to donate the 60 minutes lost or gained to a nonprofit or serve their communities. The website, www.serve60.com offers a searchable database of volunteer opportunities throughout the country which is powered by Volunteer Match, one of the largest volunteer service organizations in the country.

Farm Aid's mission is to build a vibrant, family farm-centered system of agriculture in America. Farm Aid artists and board members Willie Nelson, Neil Young, John Mellencamp, and Dave Matthews host an annual concert to raise funds to support Farm Aid's work with family farmers and to inspire people to choose family farm food. Since 1985, Farm Aid with the support of the artists who contribute their performances each year, has raised more than \$37 million to support programs that help farmers thrive, expand the reach of the Good Food Movement, take action to change the dominant system of industrial agriculture and promote food from family farms. The Farm Aid website is www.farmaid.org

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