

FOR IMMEDIATE RELEASE
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Grower-Shipper Association Unveils New Website and Logo

The Grower-Shipper Association of Central California (GSA), an organization representing over 300 members throughout Monterey, San Benito, Santa Cruz and Santa Clara counties, announces its new website at www.growershipper.com. The site includes a section dedicated to GSA's history in the Salinas Valley; an industry calendar featuring meetings and events hosted by a variety of local agricultural associations; and a page dedicated to the Grower-Shipper Foundation, a non-profit organization that supports local educational, training, scholarship and leadership programs, community outreach and philanthropic endeavors.

The website also includes a section specifically for members, a press room highlighting releases and a community page focused on local agricultural industry non-profits and educational programs.

This site development coincides with the release of a new logo, a departure from GSA's previous emblem of 77 years. Kay Filice, Chairwoman of the GSA Board, explains what the new logo represents to her and its significance to this organization focused on member needs. "This logo illustrates the golden mountains surrounding our valley, the blue Pacific Ocean, and the green which signifies the wide range of crops we grow locally. I see the constant evolution of issues and needs facing our innovative industry. Ultimately I see a fresh perspective in this logo that is both unique and straightforward."

Visit www.growershipper.com to view the new site and logo. For information about becoming a member of the Grower-Shipper Association of Central California visit the "Join GSA" page or call (831) 422-8844.

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