





Program Overview

The Fresno Grizzlies and the Fresno County Sheriff's Department will launch **PARKER'S POSSE** for the 2018 Season. The program will launch with Sheriff Mims deputizing Parker as an honorary Sheriff.

After Parker is officially sworn in: selected members of the Counties Sheriff's Department, within each of the 5 Supervisorial Districts, will be chosen as members of PARKER'S POSSE. Baseball Cards of the Sheriff will be created by the Grizzlies Marketing Department. **The cards will feature the image of the sheriff, a bio, and a special message from her to the kids of Growlifornia.**



A Force for Good

The baseball cards will be given to each sheriff chosen to distribute throughout each of the 5 Supervisor Districts at rural and/or unincorporated Fresno County Elementary Schools chosen that year. Children who present the cards at the Fresno Grizzlies box office will receive **2 free Fresno Grizzlies home game tickets** for the 2018 Season. Once inside the ballpark the card/ticket will be **redeemable for a PARKER'S POSSE BADGE** available at the Courtesy Booth. This badge will provide the child a discount on select concessions items and Grizzlies team store merchandise along with lots of high-fives from staff around the ballpark!

The adult accompanying the Child who redeems a PARKER'S POSSE card in exchange for 2 game tickets will be asked for contact information for use to be invited to an End of The Season: **PARKER'S POSSE PICNIC** with Sheriff Officers at Chukchansi Park. This partnership with the County of Fresno will help the **Fresno County Sheriffs build stronger relationships** in their communities. In time, we can help reduce crime by creating a comfort level between children and law enforcement with this fun and engaging program!



Inclusion in Farm Grown Magazine

Parker's Posse will be featured in **one full interactive page** of the **2018 Farm Grown Magazine**

Will reach over **102,000 students from 107 Central Valley schools** in 2018 through the Grizzlies' Wild About Reading program

Participants **earn tickets to a Grizzlies game** when they complete Parker's Reading Challenge

The WildAbout Reading program has reached over **1 million students since its inception in 2004**

Schools have a chance to **win laptops and school supplies** for their libraries and classrooms

Entering its sixth year of publication, Farm Grown Magazine helps students learn about agriculture and healthy lifestyles

