



## 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.



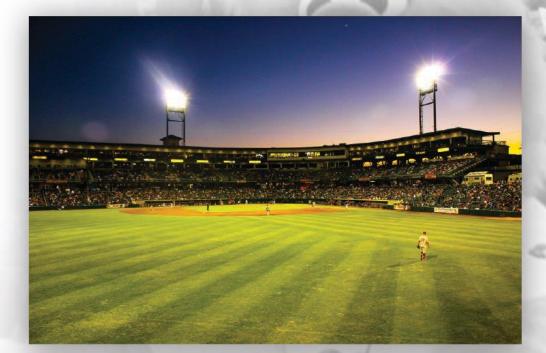




## A Force for Good

program!

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











## 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 Wild About 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







