



302 Fresno Street, Suite 212
Fresno, CA 93706
(559) 485-1273
Contact: **Tate Hill**
tateh@fwced.org

PRESS RELEASE

For Immediate release

September 18, 2007

The Countdown Begins as FWCED Gears up for 3rd Annual “Risk Takers, Dream Makers” Luncheon

Risk Takers, Dream Makers Awards Luncheon
Thursday, November 15, 2007 at 12 Noon
Trade Center Grand Ballroom 1401 Fulton Street, Fresno, CA 93721

Only two months and counting as preparations are being made for this year’s “Risk Takers, Dream Makers” Luncheon begins to unfold. Nominations are being tallied as the community awaits the announcement sharing which organizations, businesses and individuals will be honored at this prestigious affair.

Though it often appears as the “Who’s Who of Fresno” with city officials, executives, and residents in attendance, this event serves as a noble cause to the community. Its primary goal is to recognize residents, civic and business leaders who continue to go above and beyond their “day to day” responsibilities taking risks in order to serve and or impart a positive impact on the lives of individuals and families who live and work in the impoverished areas of southwest Fresno. Fresno West Coalition for Economic Development (FWCED) is proud to be the host of this annual celebration.

This “mid-day soirée” sells out consistently every year. Filled at seating capacity, Keith Kelley, President/CEO of FWCED, attributes its continued success to the people that are honored at the event for really making a difference for systematic change in the traditionally left behind part of Fresno. He says, “These risk takers are recognized not only for their good hearts but for their resounding commitment to take a chance on the community with their resources and money to make the community a better place.”

It’s not too late to submit nominations for this year’s honorees! Simply visit the website at www.fwced.org to download your form or to learn more about past honorees. For more information regarding sponsorship opportunities, program advertisements, or to reserve tickets, contact FWCED 559-485-1273.

Fresno West Coalition for Economic Development (FWCED) is a nonprofit community development corporation striving to improve the physical and socio-economic conditions of southwest Fresno. This is achieved through advocacy and with programs in housing, employment and business development.

###