

FOR IMMEDIATE RELEASE

April 23, 2009



NEWS CONTACT:

Pam Musland
Director of Operations
701-252-2016
pam@farmrescue.org

Farm Rescue Featured in National Magazine and DIRECTV

(JAMESTOWN, N.D.) –Farm Rescue will be featured in "Purpose Driven Connection" magazine on April 28. This magazine is an offshoot of the best-selling book, "The Purpose Driven Life," by Rick Warren. It presents stories about life-changing events, hope and finding purpose in life. Farm Rescue will be featured for the assistance it provided to a farm family after a tornado destroyed their farm.

Farm Rescue President and Founder Bill Gross is also receiving recognition from DIRECTV's "Hometown Heroes." The program features DIRECTV customers whose acts of courage, kindness and bravery have made a profound impact on the lives of others. "Hometown Heroes renews your belief in humanity," said Joan Lunden, host of the show. "Each story shows how one person can make a huge difference."

"Hometown Heroes" will air May 3 at 8 a.m. CST (9 a.m. EST/PST) and 11 a.m. CST (12 p.m. EST/PST) on DIRECTV channel 101. Farm Rescue will also have the episode available for viewing at www.farmrescue.org after it premieres.

"Farm families have a love of the land and endure hardships that are difficult for many people to comprehend. These stories give more people - especially younger people - a better sense of farm life and the trials and tribulations that farm families endure to provide an abundant, quality food supply for our nation," said Gross of the upcoming media coverage. "I travel around the world as an airline pilot and citizens of many other countries speak of the abundant food supply that we sometimes take for granted in the United States."

Farm Rescue also announced today the unveiling of their new website, including several features that make it easier to donate, volunteer, shop, and view locations and progress of operations via video.

"The new Farm Rescue website and anticipated media coverage will raise awareness of our mission and allow us to help more families in a time of crisis" said Gross. "I invite sponsors, donors, the public and media to follow Farm Rescue operations this spring."

Farm Rescue has selected cases throughout North Dakota, South Dakota and Minnesota for the 2009 planting season. The nonprofit organization has stayed true to its mission of planting and harvesting crops free of charge for farm families that experience major injuries, illnesses or natural disasters.