



FOR IMMEDIATE RELEASE

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Sweetwater Organic Community Farm Announces Appointment of James Slusser to Board of Directors

TAMPA (March 06, 2008) – The Sweetwater Organic Community Farm (Sweetwater) announced today the appointment of James Slusser to the organization’s Board of Directors.

James Slusser, who most recently was Regional Client Executive for Carlson Marketing will serve as Vice President, Communications responsible for member communications, media relations and brand identity. Slusser’s background includes nineteen years of experience in marketing services, retail and publishing. Prior to Carlson, Slusser was a Senior Management Executive responsible for the direct-to-consumer division of two specialty retailers in New York City. In addition to Sweetwater, Slusser is President-elect and member of the Board of Directors for the American Marketing Association, Tampa Bay Chapter.

“Jim brings unique competency to the Sweetwater board. As we continue to grow, it’s critical that we have the depth and experience that will help us achieve our goals and overcome any challenges in our way,” said Brad Snyder, president of Sweetwater. “Jim is a superb addition as he is highly dedicated to achieving our mission to serve as a model of sustainable, organic agriculture and appropriate land stewardship while providing an opportunity to participate in responsible environmental leadership, growing organic food and fostering a sense of community while working together and enjoying nature.”

Sweetwater has evolved to bring its members outstanding benefits and activities designed to provide an experience that educates our community. Our Sunday Organic Market is open to the

public and features Sweetwater produce as well as other vendors selling a variety of fair-trade products including organic cotton clothing, straw hats, Florida-native plants, hand-made soap, bread, candles and jewelry, arts and crafts, and other items. Available activities include learning about healthy and sustainable living skills through our Healthy Living Workshop Series, and enjoy live music, food, and yoga classes to round out the day.

About Sweetwater Organic Community Farm

Sweetwater Organic Community Farm is a non-profit organic farm and educational facility located in Tampa, Florida. Founded in 1995, Sweetwater operates an organic farm on 6 acres of suburban property along Sweetwater Creek, and runs a Community Supported Agriculture (CSA) program serving approximately 250 members and supporters. We provide hands-on educational programs, community events and seasonal celebrations for the general public.

For more information visit: www.sweetwater-organic.org

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Note to Editor: Electronic head shots are attached.