

NEWS Release

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Mary Morton of Nourish America to Appear on Baker: *In the City*

(Fresno, CA) June 8, 2009 – Mary Morton, communications and program director for Nourish America, will appear on Baker: *In the City* on www.CentralValleyTalk.com, hosted by natural products industry brand marketing maven Sheldon Baker. The live interview originates in Fresno, CA, and takes place Tuesday, June 9, 1-2 p.m. Pacific Daylight Time. Morton will discuss Nourish America's international work and recent involvement with victims of the Santa Barbara, CA wild fires.

Nourish America, the Ojai, CA-based non-profit organization is committed to providing the daily essential nutrition that impoverished American children, families, pregnant moms, and seniors and others in need require to live productive, successful lives.

Baker: In the City is a one hour talk and interview online show that debuted with thunderous applause in February. The show airs live every Tuesday from 1-2 p.m. and repeats online Wednesday from 6-7 p.m. Baker: *In the City* also airs weekly on KSDI-TV, Channel 33 and Digital Channel 43.3 in Fresno. Sheldon Baker serves as the show's host and producer.

Baker is also principal of Baker Dillon Group, an award-winning *Total Involvement Marketing*™ agency. Areas of expertise include brand development, advertising, public relations, promotion and web site

development, as well as other elements to create successful marketing strategies.

For *Baker: In the City* booking information email Sheldon Baker at Baker@CentralValleyTalk.com or call 559.287.7191.

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