

## **NEWS Release**

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### **TLC Tradeshow Productions Names Baker Dillon Group to Direct Publicity for NNFA West Show**

(CLOVIS, CA) August 31, 2005 – TLC Tradeshow Productions announced it has named the Baker Dillon Group to develop public relations strategies and direct on site media relations for the National Nutritional Foods Association West (NNFA-West) Healthy Harvest Show trade show at the McEnery Convention Center in San Jose, CA, September 30 to October 2, 2005.

The event features 200 exhibitors offering organic and natural food and beverage products, dietary supplements, health and beauty aids, sports nutrition, natural remedies and household cleaning products.

The Healthy Harvest Show is sponsored by *Organic Products Retailer* and *Vitamin Retailer* magazines, leading business publications for the natural and organic products industry. The show is co-sponsored by NNFA-West the regional trade association representing natural products industry members located in California, Hawaii, Nevada and Arizona. The “trade-

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**Healthy Harvest Show**

only” show is free and open to all retailers of natural and/or organic products. Membership is not required to attend the exhibit portion of the show.

“The Baker Dillon Group was selected because they have a tremendous knowledge of the natural products industry and excellent awareness of the trade and mass market media,” said Terri Curry-McSweeney, TLC Tradeshow Productions president. “We wanted more awareness of this show and feel BDG is the right team to do the job.”

According to Sheldon Baker, agency senior vice president, the Baker Dillon Group, a full-service advertising, branding, marketing and publicity firm, will develop publicity strategies, create a wide range of media materials and provide one-on-one interface with Northern California media.

“Our goal is attract positive media attention in Northern California for the industry,” Baker said. “The media is hungry for positive health stories and that’s what we will give them.”

Baker Dillon Group has created marketing for health, food, entertainment, music, legal, sports and financial industry clients. For more information about corporate and product brand marketing contact Sheldon Baker at (800) 570-1262.

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