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bright house
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2nd ANNUAL STRAWBERRY PICKING CHALLENGE RAISES \$76,000 FOR REDLANDS CHRISTIAN MIGRANT ASSOCIATION

(PLANT CITY, FL)- The 2nd Annual Bright House Networks Strawberry Picking Challenge, hosted by Wish Farms raised \$76,000 for Redlands Christian Migrant Association.

The fundraising event, held on Saturday February 7, featured 20 corporate-sponsored teams who competed in relays to earn the title of “Best Harvest Crew.” Some of the crews represented included Florida Fruit & Vegetable Association, Monte Package Company, Patterson Companies, International Paper, Florida Strawberry Growers Association and Farm Credit of Central Florida. Strawberry growers from around the state were well represented at the event, providing picking instructions and serving as coaches.

Ultimately, the Monte Package Company, coached by Jacob Hare of Berry Patches and accompanied by former MLB All-Star Fred McGriff, was named the top finisher and recognized for their picking prowess with individual strawberry trophies as well as the coveted ‘Strawberry Joe’ perpetual trophy.

In addition to the strawberry picking, the day-long event emceed by InfoMas reporter Melissa Zayas Moreno, featured family-friendly events such as strawberry picking for children, a balloon artist, face painter, games, live music by Clemons Road Band, and special appearances by the Florida Agriculture Commissioner Adam Putnam, Florida Strawberry Festival Queen and Court, Tampa Bay Buccaneers Cheerleaders and Wish Farms’ Misty the Garden Pixie.

Proceeds from the Strawberry Picking Challenge will benefit Redlands Christian Migrant Association, a non-profit organization that operates child-care centers and charter schools for Florida’s rural poor, particularly farm workers’ children. Throughout the state, RCMA operates 70 child-care centers and three charter schools.

Wish Farms is a long-time supporter of RCMA. Last year, the inaugural Strawberry Picking Challenge event donated \$74,000 to the children of RCMA. “This fun, family event was a great success,” said Gary Wishnatzki, Owner of Wish Farms. “We hope we succeeded in bringing awareness not only to the hard work of our farm workers but also to the outstanding contribution that RCMA makes.”

About Redlands Christian Migrant Association (RCMA):

Redlands Christian Migrant Association operates 70 child-care centers for Florida’s rural poor, including 18 in the Tampa Bay area. RCMA also runs three charter schools, including two in Wimauma, in south Hillsborough County. Founded in 1965, RCMA has given thousands of children a vital boost toward success in school and life. For more information about RCMA please visit www.rcma.org.

About Wish Farms:

Wish Farms, founded in 1922 and third-generation owned, is one of the largest shippers of strawberries in Florida and has been for over 50 years. Nationally recognized for quality and innovation, Wish Farms is a year round supplier of strawberries and blueberries and seasonal in select vegetables. Wish Farms utilizes How’s My Picking?™, a patented tool for traceability to ensure quality by tying consumer feedback to the harvest time, field location, picker, etc. For more information about Wish Farms, please visit www.wishfarms.com.

About Bright House Networks

Bright House Networks is the sixth largest owner and operator of cable systems in the U.S. and the second largest in Florida with technologically advanced systems located in five states including Florida, Alabama, Indiana, Michigan and California.

Bright House Networks serves approximately 2.5 million customers who subscribe to one or more of its video, high-speed data, home security and automation and voice services. The company offers a portfolio of customizable, cutting-edge business solutions spanning Internet, MEF-certified Metro Ethernet, WiFi, security, telephony, and video. Bright House Media Strategies, the advertising arm of Bright House Networks, offers businesses advanced targeted advertising solutions. Bright House Networks also owns and operates exclusive local news and sports channels in its Florida markets. For more information about Bright House Networks or our products and services, visit brighthouse.com.

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