



## For Immediate Release

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### 2017 Central California Women's Conference VIP News Conference with Amy Purdy

WHAT: The [2017 Central California Women's Conference](#) (30<sup>th</sup> Annual) will host a VIP News Conference to introduce luncheon keynote speaker Amy Purdy.

CCWC is the largest women's event in the Valley and among the top in the state. More than \$900,000 has been given back to community benefit organizations during the past 30 years. This year's event hosts more than 3,400 women. Speakers include:

- Celebrity luncheon speaker Amy Purdy – Paralympic medalist, Founder of Adaptive Sports and Dancing with the Stars finalist.
- Morning keynote speaker: Dr. Jacquie Del Rosario – relationship expert
- Afternoon keynote speaker: Kerri Pomarolli –comedienne, actress and author.

CCWC also features [20 breakout sessions](#) with local, regional and national experts and The Marketplace with more than 175 [exhibitors](#).

WHEN: VIP NEWS CONFERENCE: Tuesday, Sept. 19, 10:15 a.m.

WHERE: Diamond Room at the New Exhibit Hall  
[Fresno Convention & Entertainment Center](#)  
848 M Street, Fresno, CA 93721, (559) 445-8100

*Please use the entrance on M Street and look for a CCWC Volunteer to guide you to the Diamond Room. Cameras must be in position by 10 a.m. The room opens at 9:30 a.m. Please show your media/press credentials.*

#### Photo Opportunities:

Opportunities will be available at the reception to photograph Amy Purdy while she is talking. Videotaping access in the New Exhibit Hall is available for only the first 15 minutes of the luncheon. Taping of Ms. Purdy's keynote address is prohibited after the first 15 minutes. The lunch begins at 11:30 a.m. You can set-up in designated press areas in the back and sides.

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*The Central California Women's Conference was founded in 1988 by the late Senator Kenneth L. Maddy of Fresno, Calif. The non-profit, non-political conference was created to educate, motivate and inspire women of all generations, ethnicities and backgrounds to excel in their personal and professional lives. In addition to hosting the conference, CCWC has [donated](#) more than \$900,000 to area community benefit organizations that support women and children.*

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