



## For Immediate Release

Contact: Jan Edwards  
Dir. of Marketing & Development  
[jedwardsmkt@gmail.com](mailto:jedwardsmkt@gmail.com)  
(559) 355-7602

### 2018 Central California Women's Conference VIP Reception with Maria Shriver

**WHAT:** The 2018 Central California Women's Conference (31<sup>st</sup> Annual) will host a VIP Reception to celebrate luncheon keynote speaker Maria Shriver.

CCWC is the largest women's event in the Valley and among the top in the state. More than \$1,000,000 has been given back to community benefit organizations during the past 31 years. This year's event hosts more than 3,700 women. Speakers include:

- Celebrity luncheon speaker [Maria Shriver](#) – Mother of Four, Award-Winning Journalist, Bestselling Author, Former First Lady of California and Founder of The Women's Alzheimer's Movement
- Morning keynote speaker: [Mallika Chopra](#)
- Afternoon keynote speaker: [Karen Mills](#)

CCWC also features [21 breakout sessions](#) with local, regional and national experts and The Marketplace with more than 175 [exhibitors](#).

**WHEN:** VIP Reception: Tuesday, Sept. 25, 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 Maria Shriver while she is talking and signing books. **She will not be taking questions from anyone.** Videotaping access in the New Exhibit Hall is available for only the first 10 minutes of the luncheon. Taping of Ms. Shriver's keynote address is prohibited after the first 10 minutes. The lunch begins at 11:30 a.m. You can set-up in designated press areas in the back and sides.

---

---

*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 \$1,000,000 to area community benefit organizations that support women and children.*