



September 9, 2019

For Immediate Release

Contacts:

Jan Edwards, Dir. of Marketing & Development
jedwardsmkt@gmail.com, (559) 355-7602

Betsy Hays, PR & Speaker Coordinator
betsy@ccwc-fresno.org, (559) 916-6844

2019 Central California Women's Conference VIP Reception with Tyra Banks

WHAT: The 2019 Central California Women's Conference (32nd Annual) will host a VIP Reception to celebrate luncheon keynote speaker Tyra Banks.

CCWC is the largest women's event in the Valley and among the top in the state. More than \$1,200,000 has been given back to the community to benefit local women and children during the past 32 years. This year's event hosts more than 3,700 women. Speakers include:

- Celebrity luncheon speaker [Tyra Banks](#) – Supermodel & Media Mogul
- Morning keynote speaker: [Jen Bricker](#)
- Afternoon keynote speaker: [Debi Gutierrez](#)

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. 17, 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 Tyra Banks and ask her questions. At the luncheon, videotaping access in the New Exhibit Hall is available for only the first 10 minutes. Taping of Ms. Banks' 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, middle 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, to date CCWC has [donated](#) more than \$1,200,000 to support women and children in the Valley.