

Feb. 19, 2013

FOR IMMEDIATE RELEASE

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MEDIA ADVISORY - Cal Poly and California Strawberry Commission Announce Multidisciplinary Partnership at On-Campus Celebration February 20

\$1 Million Dollar Gift will support new Strawberry Sustainability Research and Education Center

To: News Editors, Assignment Editors, Photo Editors and Reporters

What: Cal Poly President and California Strawberry Commission President Announce new Strawberry Sustainability Research and Education Center.

Faculty, students, strawberry growers and California Strawberry Commission members will be on hand to describe the partnership. Free strawberry smoothies will be distributed.

When: Wednesday, Feb. 20, 9:45 a.m. to 10:30 a.m.

Where: Dexter Lawn on the Cal Poly Campus ([Campus Map](#))

Why: Cal Poly to receive \$1 million gift from the California Strawberry Commission to create the first-of-its-kind Strawberry Sustainability Research and Education Center

Schedule of Events:

9:45 a.m.-11 a.m. - Strawberry Sustainability Research and Education Center announcement and public celebration. (Attendees to include Cal Poly leaders, faculty, deans, students, campus community members, California Strawberry Commission leaders and members, including local growers)

10:30-10:45 a.m. - Brief program including public addresses by: Cal Poly President Jeffrey D. Armstrong, California Strawberry Commission President Mark Murai, Horticulture and Crop Science Professor Wyatt Brown

11 a.m. - Conclusion of program

Additional information:

Focused on educating future leaders in the area of sustainability, growth, and the success of the California strawberry industry, Cal Poly and the California Strawberry Commission have signed an agreement to create the first-of-its-kind Strawberry Sustainability Research and Education Center.

Applied research and innovation across multiple disciplines coupled with access to real-world issues will enable Cal Poly and the California Strawberry Commission to establish an applied research center focused on the sustainability of California strawberry farming. The new center will engage faculty and students across many programs, including hydrologists, entomologists, plant scientists, engineers, packaging scientists, marketers and more.

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