



FOR IMMEDIATE RELEASE

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SBDC client and RFD-TV sign partnership for national television show focusing on women in agriculture

FarmHer Inc. of Grimes will help RFD-TV promote positive image of women in agriculture

AMES, Iowa – America's SBDC Iowa is pleased to announce that one of its clients, FarmHer Inc. founder and president Marji Guyler-Alaniz, has partnered with RFD-TV in a new venture to take positive imagery of women in agriculture and bring it to life in a television series that will premier this fall. The new series will include extended behind-the-scenes footage and digital information from the FarmHer online community.

"FarmHer has had amazing growth and success. Marji is a visionary leader who has successfully empowered the voice of women in agriculture. This is evident by her passion in telling the story of women in farming through photography, by her clothing line for women in farming, by her company's hosting of a conference last fall for young women interested in pursuing agriculture as a career path, and now in this upcoming television series. The Mid Iowa SBDC is extremely proud of Marji and her growth and it's been an honor to work with her as she has grown her business," says Mid Iowa SBDC Regional Director Christina Moffatt.

For more detailed information on this unique partnership, read the RFD-TV press release at http://farmher.zenfolio.com/pr-i-farmher_rfdtv-marjiig-final.pdf or watch the television show trailer at <https://www.youtube.com/watch?v=XoJbuT9ssRg&feature=youtu.be>. More information about FarmHer can be found at www.farmher.com.

The Mid Iowa SBDC, headquartered in Des Moines, provides complimentary, customized, and confidential business counseling, plus affordable, practical workshops, to business owners and entrepreneurs in Dallas, Jasper, Marion, Polk and Warren counties in Iowa.

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Funded in part through a cooperative agreement with the U.S. Small Business Administration, America's SBDC Iowa has 15 regional assistance centers located strategically across the state. Since program inception in 1981, the SBDC has helped hundreds of thousands of Iowa businesses and entrepreneurs through no fee, confidential, customized, professional business counseling and practical, affordable training workshops.

For more information on America's SBDC Iowa programs or services, call (515) 294-2030 or visit www.iowasbdc.org.

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