

FOR IMMEDIATE RELEASE

**RFD-TV and FarmHer Sign Partnership
New Show Premiering Fall 2016 Celebrating Women In Agriculture**

NASHVILLE, Tenn./DES MOINES, Iowa: RFD-TV and FarmHer are excited to announce their new unique partnership taking the positive imagery of women in agriculture and bringing it to life on television. As told through the camera lens and blog of FarmHer founder Marji Guyler-Alaniz, the new television series will premier on RFD-TV this fall and include extended behind-the-scenes footage and more information through digital content as part of the FarmHer online community.

Women have always been an important but mostly unseen aspect of agriculture. In recent years, women are rising to the forefront of agriculture in so many ways; as owner/operators, landowners, workers, mentors and much more. According to the United States Department of Agriculture, today there are nearly 1,000,000 women farmers in the U.S., which accounts for nearly one-third of all farmers.

Everyone remembers the powerful 2013 Super Bowl commercial *God Made A Farmer*. But few know how many women were actually in the 60-second commercial. The answer is 3.

"I remember struggling with this fact and asking myself over and over why we don't see more women in agriculture?" said Guyler-Alaniz. "One night as I was lying in bed this idea came to me and I knew my new mission in life was to combine my passion for photography and agriculture and begin showcasing the amazing women of agriculture. I founded FarmHer in 2013 to begin to change the image of agriculture – to include women in that image through photographs and stories."

"I have always wanted to do a show on RFD-TV focused around the many great women I have had the pleasure of meeting throughout my travels in rural America," said Raquel Gottsch, Executive Vice President of RFD-TV. "From my meetings at the USDA in Washington D.C. to farm events throughout the country, women play a very powerful role in the future of agriculture. I just love the fact that 5 out of the 6 national FFA officers this year are women. And when I met Marji, I knew she shared my same passion and that this would be a great partnership for both our interests."

FarmHer on RFD-TV will be a 30-minute television series about women in agriculture doing great things. The FarmHer theme is: *Love the land, care for the community, feed the people*. Marji and RFD-TV will be traveling this spring and summer across the United States in search of FarmHers with all different types of backgrounds. These FarmHers will include young women such as Lexi Marek, a junior at Iowa State University who, along with her 3 sisters raise pigs and are showing this year at the Iowa State Fair—a family tradition for nearly 20 years. We will visit women like Karen Archipley, a woman making great strides in the hydro-organic industry and giving hope to others through a farmer-veteran training program at the farm she shares with her husband near San Diego, CA.

"In addition to sharing their stories by visiting the farms, cities and the different locations that these FarmHers live and work in, RFD-TV and FarmHer are also going to do something very exciting at the end of the first season by shining a light on all FarmHers with a float in the 2017 Tournament of Roses Parade. More details will follow, but we are going to invite FarmHers from across the country to come to Pasadena, CA and celebrate women in agriculture. What better

way to do that than by decorating a float surrounded by the beautiful floral and amazing smells of flowers grown by FarmHers from across the world" said Gottsch.

"This partnership is beyond exciting because it takes what I started with FarmHer, that is shining a light on all of the real and important roles women play in agriculture through still imagery, and launches it to the next level," said Guyler-Alaniz. Now, with the same positive FarmHer focus on women, millions of viewers across the country will get a brief glimpse into the beauty that is the everyday lives of these strong and important women. Their stories will still be told through images but now will also feature video documentary as well as commentary and content directly from the FarmHers themselves, painting a more complete and real picture of their everyday lives. These are beautiful women, doing amazing work, and I am thrilled to bring that beauty to the forefront through this new endeavor."

About FarmHer:

Founded in 2013 to update the image of agriculture to include women through imagery, FarmHer has become a multi-faceted source of inspiration and connection for women in all types of agriculture. FarmHer images are shared through social and traditional media, updating the image of a farmer and rancher to include the women who have always been imperative to growing food and fiber. FarmHer is also an online community for women in agriculture – both professionals and producers - to connect women in a safe and private online environment. Additionally, FarmHer includes a clothing line that showcases who these women are and tells the world what they love. See more and follow the journey at www.farmher.com

About RFD-TV:

RFD-TV is the flagship network for RMG. Launched in December 2000, RFD-TV is the nation's first 24-hour television network featuring programming focused on the agribusiness, equine and the rural lifestyle, along with traditional country music and entertainment. Top RFD-TV programming includes *Market Day Report*, *Rural Evening News*, *Rural America Live*, *Western Sports Weekly*, top rodeo events such as *The American*, and award-winning musical entertainment such as *The Marty Stuart Show*, *Reno's Old Time Music*, *The Molly B Polka Party*, and *Larry's Country Diner*.

About Rural Media Group, Inc. (RMG):

Rural Media Group, Inc. is the world's leading provider of multimedia content dedicated to the rural and Western lifestyle. Reconnecting city with country, RMG is the parent company of RFD-TV, RURAL RADIO, FamilyNet, RFD-TV The Magazine, and RFD-TV The Theatre. RMG networks are distributed to more than 70-million homes worldwide by DBS, telco and cable systems including DISH Network, DIRECTV®, Comcast, AT&T U-Verse, Mediacom, Charter, Optimum, Brighthouse, Suddenlink, Time Warner, Cox, and more than 600 independent rural cable systems. Corporate headquarters and broadcast operations are in Nashville, Tennessee.

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