



Mangan Holcomb Partners



Team SI CONVENTION & VISITORS BUREAU



## For Immediate Release

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### Arkansas farmers receive vital support with community website UpliftArkansas.com

*Arkansas Department of Agriculture partners with local organizations to bolster support of farmers and farm to school efforts across the state*

**LITTLE ROCK, Ark.** (April 13, 2020) – UpliftArkansas.com is a statewide, one-stop resource that provides a comprehensive, reliable list of information on local businesses, restaurants, services and other essential information for Arkansans during this pandemic. A new partnership with the Arkansas Department of Agriculture highlights specific ways that Arkansans can personally help farmers across the state.

“The agricultural sector is an incredibly crucial part of Arkansas’s workforce and our national client base,” said Sharon Tallach Vogelpohl, principal and president of MHP/SI. “We are proud to celebrate and support Arkansas farmers during these challenging times.”

This new website update will provide a resource hub for Arkansans to reach farmers who provide fresh food direct to consumers, farm-to-table restaurants, and local grocery stores through online sales, farmers markets, and on-farm sales. Local farmers and farmers market managers can upload real-time information and control their listings on the website as they adapt their operations to the COVID-19 situation. With this partnership, Arkansans can access the Arkansas COVID-19 Food Access Map resource on UpliftArkansas.com and find Arkansas Grown food available in their areas, as well as schools and organizations that are offering free meals while schools are closed.

“The Arkansas Department of Agriculture is pleased to partner with Uplift Arkansas to provide important food access information to Arkansans in an easy and convenient way during the COVID-19 pandemic,” said Arkansas Secretary of Agriculture Wes Ward. “The collaborative Food Access Map, initiated by Sarah Lane, the farm to school and early childhood education coordinator for the Arkansas Department of Agriculture, helps make connections between Arkansas farmers and consumers, and provides critical information on meals available to the 65% of school-aged children in Arkansas who depend on them.”

Key individuals from varying organizations are available for media interviews. Please reach out to Kristen Nicholson at [Kristen@manganholcomb.com](mailto:Kristen@manganholcomb.com) to schedule an interview with the following individuals:

- Gretchen Hall, president and CEO of LRCVB
- Sharon Tallach Vogelpohl, principal and president of MHP/Team SI
- Tim Whitley, founder and CEO of Team SI





- Sarah Lane, farm to school and early childhood education coordinator

UpliftArkansas.com is a free website dedicated to uplifting local businesses and nonprofits. The website allows users to quickly and easily claim existing listings or create new listings to keep communities informed about the efforts of local organizations during the COVID-19 pandemic. Claimed listings can be updated in real time, which makes this resource particularly user-friendly and an asset for local businesses and nonprofits to provide immediate updates to consumers. The community service project was created by Arkansans to help Arkansans in need. No profits are being made, no ads are being sold and no premier listings are being promoted. For more information, visit UpliftArkansas.com.

#### **About Mangan Holcomb Partners/Team SI**

An award-winning marketing agency, Mangan Holcomb Partners and Team SI is a fully integrated communications firm providing clients with results-oriented strategies for marketing, advertising, public relations and online/digital. The firm has more than 130 team members across sister companies and a presence in eight markets nationally. The agency has represented local, national and international clients in the 529 plan, banking, higher education, agriculture, arts, automotive, equipment, government, health care, nonprofit, technology, telecommunications, tourism and transportation industries leveraging its own proprietary system called Doppio® that pairs the best data-analytics platforms with the insights and instincts of its certified professional staff to optimize campaign effectiveness. They're best known for coining the term "TraDigital": the art of blending traditional and digital marketing. MHP is a longtime member of the prestigious American Association of Advertising Agencies and has been named Business of the Year by Arkansas Business. Team SI has also been named Business of the Year by Arkansas Business and has been recognized as one of the nation's fastest-growing companies by Inc. magazine. A Google Premier Partner, Team SI is listed among the Best Places to Work in Arkansas. The company is praised for its innovation and entrepreneurship by Silicon Review and Entrepreneur magazine's Entrepreneur 360.

#### **About the Little Rock Conventions & Visitors Bureau**

The Little Rock Convention & Visitors Bureau (LRCVB) is the official destination marketing organization for the City of Little Rock, charged with marketing and selling the city as a meeting, sports and leisure travel destination. The LRCVB also manages the Statehouse Convention Center, Robinson Center, River Market and multiple parking facilities. For more information, visit LittleRock.com.

#### **About the Arkansas Department of Agriculture**

The Arkansas Department of Agriculture is dedicated to the development and implementation of policies and programs for Arkansas agriculture and forestry to keep its farmers and ranchers competitive in national and international markets while ensuring safe food, fiber, and forest products for the citizens of the state and nation. Visit <https://www.agriculture.arkansas.gov/>. The Arkansas Department of Agriculture offers its programs to all eligible persons regardless of race, color, national origin, sex, age or disability and is an Equal Opportunity Employer.

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