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CRB Names Cribbs & Evangelo as New Publishers *Citrograph* Magazine

(VISALIA, Calif.) – The publishing partnership of Cribbs and Evangelo has been selected to be publishers of *Citrograph*, the official magazine of the Citrus Research Board (CRB), according to Ken Keck, President of the CRB.

Citrograph is distributed to thousands of citrus growers. Each issue reaches citrus growers in the state of California, plus individuals affiliated with the citrus industry in other states, and abroad. Additionally, the CRB is investing in a web site redesign that will enable *Citrograph* to be viewed on multiple devices, giving the magazine unlimited visibility around the world 24/7.

CRB Communications Committee Chair Dan Dreyer said, “We are thrilled with the team that has been put together to produce *Citrograph*. Their wealth of knowledge in custom publishing, top-level graphic design and marketing, coupled with their experience in the agriculture business makes them an excellent fit to produce our magazine.”

Eric Cribbs, co-publisher, will lead the creative and graphic design team; Carolina Evangelo, co-publisher, will handle all aspects of project management; and Russ Beckmann will lead advertising sales efforts. The CRB’s editorial team will provide relevant citrus industry news and in-depth articles based on the CRB’s grower-funded scientific project portfolio.

“It’s a pleasure to work with the Citrus Research Board, their funded researchers and editorial staff to deliver to California growers the leading source of citrus research and industry news,” said Evangelo.

All inquiries related to this release can be made directly to Carolina Evangelo at (209) 777-8995 or cevangelo@citrographmag.com.

About the Citrus Research Board

The California Citrus Research Program is the grower-funded and grower-directed program established in 1968 under the California Marketing Act as the mechanism enabling the state's citrus producers to sponsor and support needed research. The program is administered by the Citrus Research Board. Additional information about the CRB may be found at www.citrusresearch.org.