

# Cooking Cherries on the "Today Show"

The National Cherry Festival has received ongoing attention by NBC's "Today Show" for three years running.

Within the last year, Festival Chef Fred Laughlin cooked cherry cuisine with Katie Couric and Al Roker.

"A partnership with local NBC affiliate TV 7&4 has made it possible to have the Festival and cherries as features on the "Today Show" for three years in a row," said Festival Media Relations

Director Susan Wilcox Olsen. "We love to serve cherries nationally, and appreciate the "Today Show" connection that the TV 7&4 team has brought to the table," Olsen said.

Doug DeYoung, news director of WPBN WTOM TV 7&4 said that as an affiliate of NBC, he gets many requests from people who want their 15 minutes of fame on the "Today Show."

Ashley Prusick, 2002 National Cherry Queen, and a

35 pound cherry pie also appeared on the show with Al Roker, Katie Couric and Matt Lauer, this past Memorial Day.

The appearance was estimated to be worth over \$1 million in airtime exposure for the cherry industry.

**NMC's Fred Laughlin cooks cherries with NBC's "Today Show's" Katie Couric during Festival Week 2002.**




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