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Niman Ranch and Legends Hospitality Announce Certified Humane® Sustainably Raised Meat at Farm Aid 2017 and 34 Live Nation Events Across the Country

Homegrown Food for All at Upcoming Benefit Concert and other Live Nation Events

NORTHGLENN, COLO. (September 14, 2017) - Niman Ranch and Legends Hospitality announced sustainable and Certified Humane® meats will be served at 34 Live Nation events across the country, including this weekend's star-studded sold-out Farm Aid concert in Burgettstown, Pennsylvania on September 16, 2017. Farm Aid's "*Homegrown, Food for All! Direct from the Family Farm*" set the stage for the partnership, benefitting Niman Ranch's more than 720 independent farms across the country.

"Legends Hospitality serves food in the most famous venues in sports and concert halls. The result is the highest quality and best tasting food to match the talent of the biggest stars," said Kay Cornelius, vice president of retail sales for Niman Ranch. "There isn't a better company to elevate the farming experience and honor our farmers than Legends. We are proud to partner to offer the best food possible to sports fans and concert goers across the country, including Farm Aid." The award-winning Legends Hospitality, founded by the families who own the New York Yankees and Dallas Cowboys, is known for quality products and acclaimed hospitality.

At Farm Aid, the Legends and Niman Ranch partnership includes a first of a kind Topped Links Stand to serve four unique flavors of specially curated and signature gourmet sausages: bourbon, apple gouda, chipotle cheddar and kielbasa, topped with stout braised onions, green apple slaw, local pico de gallo, and house made local green apple and caraway seed kraut. Other entrees will include a sliced charcuterie board with local cheeses at the fresh stands and wine locations. Legends is hosting a VIP event for Farmers before Farm Aid to honor their craft by serving Niman Ranch product.

Farm Aid, the iconic concert led by Willie Nelson to benefit independent U.S. farmers, will be serving Niman Ranch as part of the “[Homegrown Concessions](#)” program. Under the leadership of Legends Hospitality, the menu will feature food sourced from family farms committed to sustainability, offering a fair price to the growers.

“Event attendees expect top-notch performers, a seamless experience from ticket purchase to the last encore, and delicious food options in between. That’s why we are thrilled to offer a menu featuring Niman Ranch, a nationwide network of farmers who raise certified humane great tasting all-natural meat for Live Aid,” said Bill Wilson, Vice President at Legends Hospitality. “It is especially fitting for Farm Aid and we enjoy showcasing the food direct from family farmers.”

“We are honored to have Niman Ranch served at Farm Aid,” said Paul Willis, founding hog farmer for Niman Ranch. “We do what we do to support rural America through our network of more than 720 independent family farmers who raise livestock traditionally, humanely and sustainably. Farm Aid’s work lifts up the stories of these hardworking folks and raises critically needed funds for farmers who care for the land.”

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About Niman Ranch: *With more than 40 years as an industry leader, Niman Ranch is a community of more than 720 independent family farmers and ranchers who raise livestock traditionally, humanely and sustainably to deliver the finest-tasting meat. All Niman Ranch pork, beef, lamb and prepared products are certified under the Certified Humane® program and available nationwide at both food service and retail locations.*

About Legends: *As a global solution provider in the sports and entertainment industry, our visionary approach delivers results and innovation. Legends is led by industry veterans with an unparalleled amount of collective experience in Global Planning, Global Sales and Hospitality. We are the architects of premium sports and entertainment experiences, providing project feasibility reports, project development and analytics, premium and individual ticket sales execution and service, sponsorship and naming rights, stadium/arena tours, special event sales and sales training, general hospitality, premium food & beverage, catering, and retail merchandise.*

At Legends, each team member is obsessed with making our partners best-in-class. We are proud to serve our distinguished roster of sports, entertainment and attraction clients which consist of thought leaders, iconic brands and events including Golden 1 Center, Yankee Stadium, AT&T Stadium, Nissan Stadium, nearly 40 Live Nation venues, One World Observatory, Manchester City FC, University of Notre Dame, Los Angeles Football Club, Los Angeles Angels, Los Angeles Rams, Atlanta Falcons, NFL, Rose Bowl, University of Southern California, Los Angeles Memorial Coliseum, Super Bowl 50 and Indianapolis 500. For more about Legends business and career opportunities, visit www.legends.net.

Farm Aid's
HOMEGROWN

DIRECT FROM THE *Food for All!*  FAMILY FARM