



**Press Release**  
**June 2010**

**MEDIA OPPORTUNITY:  
DRIVE A GPS-EQUIPPED TRACTOR**

**Try your farming/driving skills aboard a GPS-equipped tractor** at the August 10-12, 2010 Empire Farms Day.

More and more, farmers across the U.S. are using Global Positioning Systems to save time, energy and money. The daily 10am to 2pm Ride & Drive Experience at the Northeast's largest, outdoor, three-day agricultural trade show at Rodman Lott & Son Farms in Seneca Falls, NY, offers farmers – and media - the opportunity to test drive tractors equipped with a Global Positioning System (GPS).

Compact tractors up to 50 horsepower models and skid steers will also be available for test drive. Test drivers must be 18 years of age or older. The Ride & Drive Experience field is on the east side of the grounds.

**If you interested in the opportunity to personally drive a GPS-equipped tractor, please call the Empire Farm Days at 877- 697-7837 with the following info:**

Day preference:    \_\_\_ Tues. August 10  
                          \_\_\_ Wed. August 11 \*  
                          \_\_\_ Thurs. August 12

Time preference:  \_\_\_ morning  
                          \_\_\_ afternoon

\* On Wednesday, August 11, 2010, combine your test drive with coverage of the Ag Leaders Luncheon with NYS Agricultural Environmental Award, NYS Ag Society Farm Safety Awards, Empire State Potato Growers Scholarship presentations and NY Farm Viability Institute projects overview at 11:30 am, plus other activities throughout the day. When you call, please let us know if you would also like to attend the luncheon.