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**FOR IMMEDIATE RELEASE**

**Clendenen Marks 30th Successful Cider Works Harvest**

Clif Clendenen, owner of Clendenen's Cider Works in Fortuna and candidate for Humboldt County Second District supervisor, completed his 30th successful season this week. Clendenen grew and processed 36 tons of apples to produce more than 5,500 gallons of fresh apple cider, all sold at his Fortuna business. While this was Clenden's 30th year, the Cider Works has been in continuous seasonal operation since 1909.

In addition to the apples pressed into cider, Clendenen wholesaled nearly 70,000 apples to local retail markets from Redway to Arcata. Selling all of its products locally, employing several workers and emphasizing container reuse and recycling, Clendenen's Cider Works is an example of a North Coast business that is both traditional and forward-looking.

In other years, the season's end would find Clendenen working as a carpenter for the months up until August, but this year he'll be devoting his time and energy to his campaign for supervisor for the Second District in which he was born and raised. Clendenen's more than three decades of community interaction with customers, vendors, and others have allowed him to make close connections to local citizens and hear their concerns.

As the area's economy continues to go through a period of transition, Clendenen feels strongly that he can serve the citizens of the Second District by working toward open, fair and inclusive government.

"I will work together with the people of the district to build a sustainable future," Clendenen said. "We need a supervisor who will help us grow, diversify and prosper."

Clendenen helped develop the Fortuna Apple Harvest Festival, is a past board member of the Fortuna Chamber of Commerce and is the founding president of the Fortuna Concert Series. He is also a past director of the Humboldt County Farm Bureau. Clendenen has been actively involved in Fortuna's General Plan Update, advocating for responsible growth that will preserve the city's small-town character and foster sound economic development and diversification.

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