

N.E.W. Chair Announced - Press Release

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American Emu Association Sponsors National Emu Week

(name) Appointed N.E.W. Chair

The American Emu Association (AEA) announced that the annual (year) National Emu Week (N.E.W.) will be celebrated across the U.S. from May (date) - May (date). This is a nine-day promotional event starting on the first Saturday of May and running through the second Sunday in May. During this nine day event many emu farms will be offering tours, sponsoring contests, giving discounts or guest speaking.

For the (first celebrated 1999, i.e., th) year since the beginning of the nine day promotional event, from (date) to (date), (name) has been appointed as N.E.W. Chair. Former AEA board member, Joylene Reavis, was instrumental in the initial creation and promotion of the American Emu Association sponsored event that started in 1999. Originally called Emu Awareness Week, several years later it was changed to National Emu Week.

(name) will be working with AEA members across the country as they prepare for this nine-day event. AEA members will be receiving 60 plus e-mails during the next several months to help them prepare for N.E.W. These e-mails will be filled with tips and information they can use to host an event, publicize their business and increase their farm's profitability.

Besides being the (year) N.E.W. Chair, (name) currently serves on the American Emu Association Board of Directors. (name), also, promotes the emu industry and raised emus at (farm name), located in (town), (state).

Emus are considered an alternative agricultural livestock. They are raised on farms and ranches throughout the U.S. and around the world for the various products they provide. Native to Australia, emus, along with ostrich, cassowary, rhea and kiwi, are members of the ratite family. Emus are raised in the United States for their nutritious red meat and various co-products.

Besides emu meat, emus provide these products that are much in demand; leather, feathers, the fat, which is refined into an omega rich oil used in health and beauty products, edible eggs and beautiful green eggshells that are used to make stunning artwork. Example of these beautiful works of art can be seen at the AEA website, www.AEAEggArtContest.com.

For more information about National Emu Week (N.E.W.), the American Emu Association (AEA) or the emu industry visit <http://www.aea-emu.org> or call 541-332-0675.

For local information, contact (your contact information).

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