

## Decorated Egg Contest – press release

If you are planning an egg decorating contest for N.E.W., you will need to let the public know about it. A press release is an inexpensive way to advertise your event.

This is an updated version of the press release that was sent to local newspapers several years ago. It was printed in three local newspapers. This is an example of what a press release announcing an egg contest might look like.

I also ran a \$50.00 block ad for the egg decorating contest in our small town newspaper. (optional)

You can easily make changes to this press release so it fits your event.

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Contact: FARM NAME

name

street address

town, state, zip

phone:

e-mail -

website -

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PRESS RELEASE

FOR IMMEDIATE RELEASE

PICTURE ATTACHED: ( \_\_\_\_\_ )

## LOCAL DECORATED EMU EGG CONTEST SET FOR MAY

(TOWN), (state) - (date submitted) - (Farm or business name) is sponsoring an emu egg decorating contest as a part of National Emu Week (N.E.W.), May \_\_, 20\_\_.

Decorated emu eggs will be judged (in four categories: painted, carved, jeweled (Faberge style) and a special category for children under 12 years old). First prize (in each category) will be a (\$25.00) emu store gift certificate. The contest entry fee is (\$15.00) and this includes a clean blown emu egg.

These large, dark green eggs with layers of green, turquoise and white, lend themselves to the creation of beautiful art work. The eggs can be painted and hung like Christmas ornaments, carved with colorful patterns being uncovered and lacework cut that can be made into interesting items including nightlights. They can be made into jewelry boxes, music boxes, kaleidoscopes, jeweled like the famous Faberge eggs or with beautiful scenes inside.

Decorated emu egg entries must be received no later than (April 20, 20\_\_). On (April 28) the eggs will be judged and placed on public display at (store, library, bank, etc.) until (May 6, 20\_\_). During National Emu Week the eggs will be on display at (your business) located (name and address where displayed).

Additional emu eggshells are available at the farm along with fresh edible emu eggs which are a seasonal item. Ideas for decorating emu eggs can be found at (your website) or at the American Emu Association (AEA) Emu Egg Art Contest website, [www.AEAeggArtContest.com](http://www.AEAeggArtContest.com).

For more information visit (website) or contact (your name) at (phone number).

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