

Proclamation Received Template

During the next week you will receive 7 fill-in-the-blanks, press release templates for various newsworthy events. These can be reworded, shifted around and added to for your individual needs. They can be used each year by making a few changes.

When you receive your N.E.W. Proclamation for this year, you will need to let people know about it. Below are two different fill-in-the-blanks press releases that you can use.

Here is your first template:

PROCLAMATION – fill-in-the-blanks press releases

Following are two fill-in-the-blanks press releases to choose from for when you receive your signed proclamation. They are both very similar.

The **first press release is specific to local proclamations**. The **second is for state proclamations**. Choose one and fill-in the blanks with your state information.

NOTE: Remove all underlines and (parenthesis) when you insert your information.

1.) If your affiliate did NOT have members on hand for a formal signing, you can say:
The (state) Emu Association received the signed proclamation on (date).

2.) If you are not giving farm tours, include briefly, what you ARE doing (school hatch, visits to schools, nursing homes, speaking at organizations, tastings, samplings, booths, product specials, egg contest, etc.)

3.) Include a copy of the proclamation text at the end.

4.) Add your contact information at the beginning for the newspaper and at the end of the press release.

Fill in the blanks press release – #1 (LOCAL)

PRESS RELEASE

CONTACT: (your name & address)
(your title - optional)
phone:
e-mail:

FOR IMMEDIATE RELEASE

(Attach picture of signing if available)

N.E.W. Proclamation Signed

(CITY, STATE) --- Mayor (or County Exec., Township Supervisor, Mall Superintendent or whoever) (name) signed a proclamation today establishing May (- , 20) as Emu Week in (town or county). On hand to witness the signing and receive the proclamation were members of the (AEA or name of state affiliate), (list others that might be on hand).

The American Emu Association (AEA) sponsors National Emu Week (N.E.W.) each year to educate the public about the emu industry and the products derived from this farm animal. (state or local) emu farmers see the proclamation as a sign of affirmation for agriculture. "Like all farmers, we appreciate recognition and support," stated (farmer name) of (town), "especially on a local level like this." (farmer's surname) and his wife (rancher name) have been raising emus since (year). Like many other farm-to-finish farming enterprises, they not only raise the 5 ½ foot tall bird, they also sell its

lean red meat, emu oil products, feathers, leather products and beautiful green eggs. These nine days in May will be a busy time for the (farm name). "We are offering (farm tours by appointment) and (have some schools and other folks coming out)," stated (farmer's name). "We are also (list any activities here)."

To schedule a visit to (the name of farm) or for more information about the emu or its many products, call (name of farm) (farmer's phone number).

For more information about the AEA, or the emu industry visit the AEA website at www.aea-emu.org or call 541-332-0675.

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Fill in the blanks press release – #2 (STATE)

PRESS RELEASE

CONTACT: (your name & address)
(your title - optional)
phone:
e-mail:

FOR IMMEDIATE RELEASE

(Attach picture of signing if available)

Governor Proclaims Emu Week in May

(CAPITOL CITY, STATE) --- Governor (name) joined other state governors across the United States by signing a proclamation declaring May (- , 20) as (your state) Emu Week. The American Emu Association sponsors National Emu Week (N.E.W.) each year to educate the public about the emu industry and the products derived from this farm animal. Local emu farmer (name) of (town) sees the proclamation as a sign of affirmation for agriculture. "It is encouraging to see positive support for our industry coming from the Governor's office."

These nine days in May will be a busy time for (rancher name). He and his wife (rancher's wife's name – or son, partner, brother, etc.) have been raising the 5 ½ foot tall birds since (year) and tell us that while the bird is originally from Australia, it is being raised here in the United States for the lean red meat and co-products such as leather, oil and feathers.

Like many other AEA members, (farm or farmer's name) (will be offering farm tours by appointment) as well as: (list activities)

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