

Celebrate N.E.W.

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

FOR IMMEDIATE RELEASE

Local Emu Farmers Celebrate N.E.W.

National Emu Week Activities to be held at (fill in farm or ranch name here)

(CITY/STATE): 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. Starting on the first Saturday in May each year, events for (20__) will take place from May (__ - __). This is the (nineteenth) year for the nationwide event.

(farm name), located in (county name) County will be offering (an open house, farm tours by appointment, a sale, training class, products specials, etc.) on (date & time of event / during the nine-day event / add 'by appointment only', if needed). (add any additional information about your event [time, what they will see, what they can purchase, rain or shine or weather permitting, etc.]) (highlight what you will be doing in this paragraph.)

The emu is a large, flightless bird raised in the United States for its lean, heart healthy red meat. As one of the major food co-products of the bird, the oil is receiving rave reviews from health and beauty companies for its anti-inflammatory and transdermal properties. It is used in pain relief formulas, anti-aging lotions and other skin care products. The leather is used in the manufacture of footwear, wallets, purses and other items, with the reptilian-like leg skin being a favorite for trim. The double-plumed feathers are used in auto assembly plants and in the manufacture of a variety of items, as well as, in the fashion industry. Egg artists, particularly those who carve, seek out the large, green emu egg.

The AEA is a non-profit organization that represents an alternative agricultural industry, dominated by the small farmer, who is devoted to humane and environmentally positive practices that will produce beneficial products for society.

To schedule a (farm tour, visit, etc.) for (you, your class or group) or for more information call (farm phone number) or visit (farm website address).

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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