

Here is a press release to use as a lead-in for your or your state's N.E.W. events.

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

## **NATIONAL EMU WEEK (N.E.W.)**

**May \_-\_\_, 20\_\_**

Joy  
N.E.W. chair

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### **PRESS RELEASE**

#### **CONTACT INFO:**

Name:  
Title:

Farm Name:  
Address:  
City/State/Zip:  
Phone:  
E-mail:  
Website:

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### **FOR IMMEDIATE RELEASE**

## **20\_\_ National Emu Week (N.E.W.) Events Schedule**

May \_-\_\_ has been proclaimed 20\_\_ National Emu Week (N.E.W.). National Emu Week was created to educate the public about emu agriculture and emu products. This nine day event is filled with hundreds of interesting and educational programs with people from across the United States and Canada joining the festivities.

National Emu Week is sponsored by the American Emu Association (AEA). This non-profit trade association represents an alternative agriculture industry. The emu industry is dominated by the small farmer, who is devoted to humane and environmentally positive practices that produce beneficial products for society.

"What is an emu?" you might ask. Emus are member of the ratite family, which includes ostrich, rhea, cassowary and kiwi. Originally from Australia, emus are very useful for their meat, oil, hide, feathers, eggs and even toenails.

The unique low-fat red meat is similar in taste and texture to lean beef. In addition, emu meat is free from growth hormones and antibiotics. The American Heart Association recognizes emu meat as a healthy alternative. According to a USDA study at the University of Wisconsin that tested emu, chicken, beef, ostrich and bison meats, emu meat was considered lowest in fat and highest in protein. And, the hide can be tanned into a soft, supple leather that can be used for designer clothing, wallets, purses and leather boots.

Not only does this bird provide food and clothing, but the Aborigines of Australia discovered that the oil from this bird contains great soothing and moisturizing properties. Through countless generations they have proven that emu oil does work. Omega's 3, 6 & 9 add to the soothing and moisturizing abilities of emu oil.

Emu eggs have attracted the interest of handcrafters because of the unique outer layer of dark green, which provides an interesting base color for carving or scratch art. The middle layer of the egg is a light blue. Some crafters refer to it as turquoise, in contrast to the outer layer. The inner layer is white, and artists say it is this array of natural colors that makes the emu egg extremely challenging and desirable to work with. No added color is necessary although many crafters use acrylics, oils or hot-glued items to complement its appearance.

Can you believe just one animal has so many different products and could be so interesting? National Emu Week participants and the American Emu Association (AEA) are working closely with agricultural organizations and retailers to create exciting programs for adults and children alike.

For more information about the American Emu Association or the emu industry, visit <http://www.aea-emu.org> or call 541-332-0675.

Here are some of the events that will be happening across ( your state ):

( your state )'S N.E.W. EVENTS

( ---LIST STATE EVENTS HERE--- )

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