

Keep in mind that National Emu Week is not the only time to send press releases. Whenever you have something newsworthy, you should send a press release.

Below is a sample press release for a state membership meeting. A picture is always a bonus.

FOR IMMEDIATE RELEASE

Emu Association Members Meet in _____

(CITY, STATE) - On (date) emu growers in the _____ area met for the _____ meeting.

Members from (state association[s]) were in attendance. The _____ Emu Association (_____) was represented by (names of attendees).

Discussions at the meeting (or event) included: _____.

The _____ Emu Association (_____) is a state affiliate of the American Emu Association (AEA). The AEA is a national emu association that supports the emu industry by promoting public awareness of emu products, developing the leadership to advance the growing emu industry and endeavor to establish proven research through grants and donations.

Emu (large birds, native to Australia, that are related to the ostrich) are farmed across the nation for the production of low fat, high protein, red meat; deep penetrating and moisturizing emu oil; soft and supple leather, unique double veined feathers and the beautiful large green eggs which are sought after by artists and jewelry makers.

A recent nutritional study conducted by the University of Wisconsin-Madison states that emu meat, a mild flavored red meat, is higher in protein and lower in fat than turkey, bison, elk, ostrich and venison.

Making a name for itself in the Toiletries, Soaps and Cosmetics Industry, Emu oil is high in the essential fatty acids, omega 3, 6 and beneficial 9. It transports products quickly through the skin getting ingredients to the source of the problem, allowing over the counter and cosmetic products to work better.

Emu meat and emu oil products are available throughout the United States.

For more information about the American Emu Association (AEA) or the emu industry, visit the AEA website, www.aea-emu.org , or call - 541-332-0675.

For local information, visit the _____ website, _____ or call, (phone number)

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