

National Emu Week

National Emu Week (N.E.W.) is a nine-day event starting on the first Saturday in May and running through the second Sunday. **National Emu Week celebration** will be held from **May __-__** allowing 9 days with two full weekends to schedule events.

N.E.W. is a major promotional event for the emu industry. Preparations for National Emu Week start early for this event in May.

The AEA CD, "**Promoting Your Emu Business for National Emu Week (N.E.W.) and Beyond**", has all the original information for N.E.W. that was shared over the years through over 100 emails. These are some of the emails that you will be receiving over the next few weeks on this email list.

National Emu Week (N.E.W.) information, tips and hints along with press releases about N.E.W. and "fill-in-the-blanks" press releases that you can tailor to your own needs, will be posted to the AEA Members Email List each week through the first of May. All emu growers are encouraged to participate in a local event, individually or with other producers, to promote their emu business. If you raise emus as agricultural livestock you can host an event or offer tours of your farm. Others can advertise a "SPECIAL" on an emu related product, give samples at a local store or just add a N.E.W. sticker to your outgoing mail and packages.

Whatever you do, plan to participate during **National Emu Week, May __-__**.

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Sample National Emu Week sticker on a return label:

