

A reminder...

National Emu Week (N.E.W.) ~ May __ - __, 20__

It's time to start thinking about how "YOU" can participate! We are not that far away from May __ !!!

What Can You Do?

National Emu Week (N.E.W.) is an annual event that is held over a 9-day period starting the first Saturday in May through the second Sunday in May. N.E.W. is a time to educate the public about the emu industry. **"National Emu Week (N.E.W.) - 20__"** will be observed from **Saturday, May __ thru Sunday, May __**. It will be here before we know it!

National Emu Week started in 1999 as "Emu Awareness Week" (EAW). Then, in 2001 at the St. Joseph, MO, AEA Convention's State Presidents meeting, it was decided to change the name to National Emu Week with the acronym N.E.W.

Even though N.E.W. will be held after Easter, it will still be a perfect time to showcase your emu egg art. A local "egg art" contest with entries in the painted, carved and/or decorated categories is one possibility. You need to start thinking about advertising your emu egg contest early so that contestants will have enough time to create their "work of art". A new supply of emu eggs should also be readily available at this time of year. Examples of "egg art" can be seen at www.AEAeggArtContest.com. By hosting an egg decorating contest, you can bring attention to the emu industry while giving you an opportunity to advertise that you have emu egg shells ready to be decorated for sale along with other emu related items.

Setting up displays in a store front window or a showcase at your local library, bank, school or area business, would draw interest to the emu industry. Other ideas are... an open house; farm tours; library or mall displays; restaurant specials; community dinners; newspaper advertisements; press releases and articles; talks given to schools, organizations, nursing homes or other groups; product "specials"; samplings; booths in area promotional events; area farm tours; community celebrations, etc. These are all excellent ways to educate people and make them aware of the many benefits the emu industry has to offer.

Each state should appoint a member to apply for an "Emu Week" proclamation from your state governor. If a state proclamation is not possible, a city, county, township, or any other area leader, can proclaim May __-__, ____ as "Emu Week" in your area.

Call your state president to find out more information on what your state association has planned for N.E.W. and ask if a N.E.W. proclamation has been applied for. Find out how you can become involved in your state N.E.W. activities along with local participation by your farm, ranch or business.

Information on how you can get the most out of National Emu Week will be posted often during the coming weeks leading up to National Emu Week. Fill-in-the-blanks press releases, ready to send press releases and instructions on how to write your own press release will be posted for you to use. By completing them and adding your contact information at the bottom of these press releases, they create "FREE" (that's right, "FREE") advertising for your farm, when they are printed. And don't forget to send along a picture if you have one. If you need something in particular or have questions, let me know. Your comments and suggestions are always welcome, just post them back to the AEA members list.

Each and every AEA member needs to become involved in promoting "their" industry.

Remember, if "YOU" don't promote your industry... "WHO" will?

All N.E.W. information is posted on the AEA "Members Only" section of the AEA website. www.aea-emu.org. Send an e-mail to the AEA members list and let us know what YOU are planning for N.E.W. or if you have any questions or suggestions.

In the past some members have held an Open House at their farm. Many have chosen to give farm tours by appointment, weather permitting, during National Emu Week. You don't need to host a major event to participate in N.E.W. Even an inexpensive classified ad will help to bring attention to N.E.W. A "SPECIAL" on the pricing of one of your products could be promoted at this time.

It is time to start thinking about getting your supplies for National Emu Week. Have brochures made, order extra products and make arrangements for advertising your event.

This preparation for N.E.W. will be much more effective with comments and suggestions from the AEA members being posted to this list. Let us know what worked for you, and what didn't.

Let's make this event a GREAT promotion of the emu industry!
