

"Insert Logo Here"

PRESS RELEASE

Contact: Your Contact Info
Phone:
Email:
Web:
Twitter: (optional)

FOR IMMEDIATE RELEASE
"DATE"

FARM FRESH PRODUCE TO BE FEATURED ON MORE PLATES THIS SUMMER

"Your community" - For some families and seniors it can be difficult to add healthy options to their daily meals. Lack of finances can often be a barrier for those who would otherwise love to shop at their local farmers market. This summer, "Organization" has partnered with "Farmers' Markets" to make healthy options accessible to more "City" families. An initiative of the BC Association of Farmers' Markets, the Farmers Market Nutrition Coupon Program will provide participants with the resources to purchase BC products such as fruits, vegetables, cut herbs, nuts, dairy and meat.

"We felt that this program was a great fit for our community." "Your Name", "Your Title". "Not only do program participants receive farm fresh food, they also meet the farmers, pick up new recipes and learn how to include the market in their meal planning strategy." The farmer's family benefits as well and the funds stay in the community or region to support the local economy. Participants take part in a series of food skills workshops like canning and preserving, which are organized by "Organization". When participants attend the market for the first time they are often treated to a market tour from the manager, kids get to taste sweet fruits and shoppers can ask questions on how to cook unfamiliar vegetables.



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"Our objective is to encourage participants to try new foods and explore the diverse amount of produce available in their own community." Peter Leblanc, Farmer's Market Nutrition Coupon Program Manager. Shopping at a farmers market is an experience that should be inclusive to all and "Organization" and "Farmers' Market" are working towards making that a possibility. Funding for this program is provided by Healthy FamiliesBC.

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Additional Contact:

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BC Association of Farmers' Markets

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Creating Your Public Relations Strategy

Spending a little extra time now becoming familiar with your local media outlets will save you lots of time in the future and make this process seamless.

- Think about all types of local media—commercial newspapers, radio, and TV; public broadcasting stations; community and alternative newspapers and newsletters; college and high school papers and stations; noncommercial and community access stations; listservs; and blogs.
- What section of your newspaper would be a good fit for the FMNCP?
- Does a paper have a specific reporter for covering the community news?
- Does your paper have an online community section or community blog?
- Do your local radio station have a locally section or community blog?am?
- If applicable who are the TV News local community reporters?
- Is there a local newspaper columnist willing to do a series on your group?
- Contact the section editor that covers arts/community news and speak with him or her directly.
- Include newspaper photo editors on your media list. A photographer may cover an event even if a reporter is not available.
- Create a media list containing each reporter's list. A photographer may cover an event, and fax number on the media list. Note if the contact prefers releases via fax or e - mail.
- You may want to add a "notes" column to your list to track if a reporter requests an interview, attends an event, writes a story, etc.

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Press Release Tips

Use the Press Release Template provided in this toolkit.

Begin by Plugging in the FOR RELEASE date and your CONTACT information in the spaces provided.

Write a **catchy title – also known as the “headline.”** The headline is what attracts attention and makes people want to keep reading. It should be one line in length and capitalized.

Your lead paragraph should be no longer than four lines in length and should provide the who, what, when, where and why of your story. Think of the lead as a way to give quick facts and subsequent paragraphs as a way to fill in the details.

Use a quote from your spokesperson in your second or third paragraph. Quotes should be to the point and used to add support to your story. Be sure to include quotation marks and list the person's name, title and organization. For example: *“All the participants in our Farmers Market Nutrition Coupon Program are looking forward to enhancing their diet with local food,” said Suzie Q, Community Organization. “The program is a valuable resource for low income families in our community.”*

Write in the third person and use declarative sentences. For example, instead of writing – *Our participants took part in a food skills class last Saturday,* you would write, *Participants took part in a canning and preserving class on Saturday, October 23.*

Try to limit your release to around 300 words or less and proof it several times before sending it out! Check your facts, spelling and punctuation.

At the end of your release write “end”, or use the symbol “###” centered below the text.

PHOTOS - Include an action shot to go with your release whenever possible. (Check out the tips for taking good pictures below.) **When writing the photo caption,** describe what is happening and identify people in the photo from left to right.

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SAFETY FIRST - SO CHECK WITH PARTICIPANTS and if all agree, you may list people by their full names: *Jane Doe, Suzie Q, and Annie Smith*. However, for safety reasons, you might consider writing something like: *Community Group Members Jane, Suzie, and Annie, Organization, etc...*

MAKE SURE you have a signed Photo Release Form from every Participant before distributing a picture to the media that features them. You can include a photo release clause on your enrollment form to give to participants when they register.

A picture is worth a thousand words

Including a picture with your release increases the chances that your news will get printed!

Here are some helpful tips:

- Take pictures that support your event and try to take a lot of pictures so you will have many shots to select from.
- Unless your intent is to wow people with the number of participants you can put in a straight line... avoid those group shots if you can. The group shot has its place but action shots are more fun and can make your event look more interesting. Get in close to capture faces and participants doing something!
- Only submit bright, focused, good quality photos. Pictures should be saved as Jpegs or TIFs and be at least 300 dpi (dots per inch).

For further assistance with your public relations strategy please contact Melissa at Melissa@bcfarmersmarket.org.

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