



Post-event news release

Plan to electronically distribute a news release to local media outlets at the conclusion of the “Our Food Link” event. Include a digital photo (hi-resolution JPG) if possible.

Customize the SAMPLE news release below as appropriate and use or delete the optional sentence and paragraph on Ronald McDonald House Charities.

NEWS RELEASE

[County or state] Farm Bureau
Name, XXX-XXX-XXXX or
Email

[County] Farm Bureau Hosts Our Food Link Event

(YOUR TOWN OR CITY, STATE & DATE)—Farmer and rancher members of [County] Farm Bureau connected with consumers in their community recently at the cattle birthing tent at Agri-Fest, conducted as part of the Our Food Link program.

“With six healthy calves born in front of a wide-eyed audience, the cattle birthing tent was a great success,” said [Full Name of person interviewed], president of [County/State] Farm Bureau. “Our farmers were pleased to help visitors understand the ‘how and why’ of caring for their farm animals and create awareness on how they assist and help ensure a safe food supply.”

[Paragraph with 2-3 sentences on the importance of agriculture in the county/region...what are the top crops grown or type of livestock raised?]

Our Food Link is a year-round program that county and state Farm Bureaus use to provide consumers of all ages and backgrounds with information about today’s agriculture. This includes helping people connect with sources of clothing, food, shelter and energy in their communities. Activities range from outreach at supermarkets or farmers’ markets to hosting interactive booths at community events, speaking with lawmakers and neighbors about food or visiting a classroom to help students understand agricultural topics.

*** THE FOLLOWING IS AN OPTIONAL PARAGRAPH TO BE USED IF YOU ARE WORKING ON AN EVENT WITH YOUR LOCAL RONALD MCDONALD HOUSE***

Additionally, the [NAME OF COUNTY/STATE FB] donated (will donate) [DOLLAR AMOUNT OR POUNDS OF FOOD] to the Ronald McDonald House in [CITY], recognizing the need to feed families staying at the house. The Ronald McDonald House provides a “home-away-from-home” for families of seriously ill children receiving medical treatment in the [CITY] area.

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OUR FOOD LINK

FARM BUREAU®