

## SAMPLE RELEASE

[Insert Name of Establishment] Named a 2014 “Best of New England — Editors’ Choice” Winner by *Yankee Magazine*

[Your Town, State] (May [insert date], 2014)—[Insert name of establishment] has been recognized as a 2014 “Editors’ Choice” winner in *Yankee Magazine’s Travel Guide to New England*, on newsstands now. This designation is awarded by *Yankee’s* editors and contributors who name select restaurants, lodgings, and attractions in New England to the exclusive list. For 38 years, *Yankee Magazine’s Travel Guide to New England* has been the most widely distributed and best-selling guide to the six-state region, providing readers with a comprehensive vacation-planning tool and daily reference.

[Insert one to three paragraphs here. 1) You could include a quote from yourself or someone at your establishment. 2) You could include a paragraph about your establishment, including a description of what visitors will experience, and/or information on hours, pricing, phone number, and Web site address. 3) You could include the quote from *Yankee’s* “Editors’ Choice” write-up about your establishment. See a copy of *Yankee’s Travel Guide to New England* for the “Editors’ Choice” write-up. Or, refer to the enclosed letter on how to access your listing online.]

“Reading our annual special *Travel Guide* section, ‘Best of New England,’ is as close to sitting down with *Yankee’s* editors and getting us to spill our favorite places as one can get,” says Mel Allen, editor of *Yankee Magazine*. “New England is where we live, and we all have our own personal ‘best’ places. We’re joined by our state experts (William and Kay Scheller, Vermont; David Lyons and Patricia Harris, Massachusetts, with Amy Traverso and Kara Baskin, Boston; Hilary Nangle, Maine; Barbara Wysocki, Connecticut; Kate Grip, New Hampshire; and Lisa Speidel, Rhode Island), whose sole task is to surprise us: to tell us about restaurants and attractions and local secrets that will make this issue one to keep on hand whenever you set off to explore New England. Whether your journeys take you inland or to the sea, we hope these pages come along. As always, let us know what you find.”

*Yankee Magazine’s* May/June 2014 *Travel Guide* features more than 300 “Best of New England — Editors’ Choice” winners, which include the region’s best attractions, food & dining, lodging, and bargains. This special issue also names 120 top events around New England. The issue’s maritime theme takes readers on a summertime journey from Mystic to Maine with articles about our region’s seafaring history, the lure of lobster shacks, and more.

For more information visit: [YankeeMagazine.com](http://YankeeMagazine.com)

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About [Insert name of establishment]: [Add a boilerplate description of your establishment here.]

**About *Yankee Magazine*:** *Yankee Magazine* was founded in 1935 and is based in Dublin, New Hampshire. It is the only magazine devoted to New England through its coverage of travel, home, food, and feature stories. With a total distribution of 330,000 and a total audience of 1.9 million readers, it is published by Yankee Publishing Incorporated (YPI), a family-owned, independent magazine publisher. YPI also owns the nation’s oldest continuously produced periodical, *The Old Farmer’s Almanac*, and McLean Communications. More information about *Yankee: New England’s Magazine* is available at: [YankeeMagazine.com/press](http://YankeeMagazine.com/press).

**Contact:** [Your name]

[The name of your establishment]

[Your phone number]

[Your e-mail address]