

SAMPLE RELEASE

USE YOUR LETTERHEAD OR INSERT YOUR LOGO

Please refer to the letter we mailed you. It lists the starting page of the article that refers to your establishment. The digital version of the issue will be available on June 17 at www.YankeeMagazine.com/digitalpr. Don't share the online link publicly since this is the e-version of the magazine, not our Web site; however, use this version to view the current edition of *Yankee Magazine* to help draft your release. For additional assistance or questions, contact me, Heather Atwell, at heathera@yankeepub.com. If you don't feel comfortable writing a release, I'm happy to do it for you!

[Insert Name of Establishment] Mentioned/Featured in *Yankee Magazine*'s July/August Issue

[Your Town, State] (June [insert date], 2014)—[Insert name of establishment] was mentioned/featured in *Yankee Magazine*'s July/August issue, on newsstands June 24. You can include the name and writer of the article. You can also use descriptions of the article at the end of this release titled **INSIDE YANKEE'S July/August** in the section [here](#). This edition explores small towns, secret places, and summer off the beaten path.

[Insert one to three paragraphs here. 1) You could include a quote from yourself or someone at your establishment about being included in the article. 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.]

You can shorten the following sections if needed or tailor it to include something more from the article about your establishment.

“Visitors from ‘away’ often ask me about the ‘best way’ to see New England. If they come by car, my answer rarely changes: ‘Get lost, but carry a good map.’ My advice holds for all of us who live here, because there are always surprises to be found when we follow our curiosity down narrow roads, often of dirt and stone, that lead to ... well, that’s the point: We don’t know where they lead,” says Mel Allen, editor of *Yankee Magazine*. “All of these stories—and others—speak to the thrill of setting off and finding something.”

For more information about *Yankee Magazine*'s July/August issue, visit: 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

Contact: [Your name]
[The name of your establishment]
[Your phone number]
[Your e-mail address]

ADDITIONAL RESOURCES FOR ESTABLISHMENTS

INSIDE YANKEE'S JULY/AUGUST ISSUE

These descriptions may help you when drafting a release. For additional assistance, contact heathera@yankeepub.com.

Inside *Yankee's* July/August Issue

Feature stories:

“We Are Still Here”— by Justin Shatwell (p. 66): The people of far northern Maine celebrate their Acadian unity with a joyful, boisterous festival that also honors the legacy of their ancestors.

“House for Sale: A Special Place Called Liberty Street”— by Judson D. Hale Sr. (p. 76): In this special “House for Sale,” *Yankee's* own Moseyer prepares to say goodbye to his family's longtime summer house on Lake Winnepesaukee.

“The Big Question”— by Julia Shipley (p. 82): Steeplejack Jay Southgate explains what it's like to preserve a treasured piece of New England's architectural heritage.

“The Town Is Gone”— by Geoffrey Douglas (p. 90): When an oil train derailed in Lac-Mégantic, Quebec—just over the Maine border—last July, it ignited a horrific inferno that took 47 lives and decimated the heart of the community and its people.

“Photo Essay: Swab Summer”— photos by Markham Starr; text by Ian Aldrich (p. 84): In New London, Connecticut, Coast Guard Academy recruits test their mettle at one of the toughest boot camps in the country.

The Guide:

The **Home** section's “Flower Power,” written by Tovah Martin, visits the Fantastic Umbrella Factory Gardens in Charlestown, Rhode Island, where horticulturist Patrick Shellman specializes in designing container arrangements of hardy plants (page 44). “New England's Finest” features durable and ingenious pet products created by regional designers (page 50).

In the **Food** section, pack a picnic basket full of easy-but-elegant summer foods—plus 12 favorite spots to spread out a blanket for an outdoor meal in “A Moveable Feast,” by Amy Traverso (page 52). In “Local Flavor,” sample the comforting wares of Perennial Pleasures, an English tea garden and nursery in Vermont’s Northeast Kingdom (page 60). This issue’s “Best Cook in Town” Dawn Boucher is queen of the backyard grill in northern Vermont (page 62). And “Recipe with a History” serves up a batch of Creamy Coffee Ice Cream (page 64).

In the **Travel** section, explore the Vermont/New Hampshire “Upper Valley” area, a place blessed with small towns, and a bounty of beauty, nature, art, and lively company along the Connecticut River (page 30).

And More:

“Could You Live Here: Shelburne, Vermont” — by Annie Graves (p. 15): Home to Shelburne Museum and Shelburne Farms (a historic estate and agricultural operation), this town fifteen minutes south of Burlington, has a strong sense of community.

“First Light: Elizabeth’s Gift” — by Annie Graves (p. 14): On hot summer days, the canine citizens of Peterborough, New Hampshire, cool off in their own pond, thanks to a gift from Elizabeth Marshall Thomas who wrote the bestseller *The Hidden Lives of Dogs* in 1993.

“Only in New England: The Perfect Summer Vacation”— by Ken Sheldon (p. 18): Wondering where to go this year? Use *Yankee*’s handy (and humorous) guide to determine which classic New England destination is best for you.

“We Asked the Expert: How to Create the Perfect Backyard Garden” — by Ian Aldrich (p. 22): Avid gardener and blogger Michael Gordon lives in Peterborough, New Hampshire.

“The Best 5 Photo Ops in Acadia National Park” — by Jerry Monkman (p. 24): Photographers love Maine’s Acadia National Park for its combination of accessible mountain views and quintessential coastal scenery. For Jerry Monkman, author of *The Photographer’s Guide to Acadia National Park* (Countryman Press, 2010), the park has been his go-to location for photography and family vacations for more than 20 years.

“Local Treasure: Movie Magic” — by Aimee Seavey (p. 26): With only 20 drive-in theatres left in New England, Southington, Connecticut, is turning nostalgic movie fun into a source of community enrichment.

“Up Close: The Northern Quahog” — compiled by Deb Despres (p. 128): The deep waters of the open ocean are too salty for the northern quahog’s comfort, so these hard-shelled clams live buried in the sandy bottomso f estuaries along the Atlantic coast. They’re most prevalent between Cape Cod and New Jersey, with Rhode Island’s Narragansett Bay a prime source.

“Top 20 Events”: State-by-state listings present the region’s best summer events. Mark your calendar with must-do activities such as the Midsummer Festival in Old Lyme, Connecticut; the Potato Blossom Festival in Fort Fairfield, Maine; the Grand Opening of the New Sterling &

Francine Clark Art Institute in Williamstown, Massachusetts; the North Country Moose Festival in Colebrook/Pittsburg, New Hampshire; the South County Hot Air Balloon Festival in Kingston, Rhode Island; and Antiques & Uniques in Craftsbury, Vermont.