

SAMPLE RELEASE
USE YOUR LETTERHEAD OR INSERT YOUR LOGO

The letter we sent you includes the starting page of the article that refers to your establishment. The digital version of the issue will be available on February 25 at www.YankeeMagazine.com/digitalpr. Please don't share this link publicly, but feel free to use it to view the current edition of *Yankee Magazine* and 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* March/April Issue

[Your Town, State] (February [insert date], 2014)—[Insert name of establishment] was mentioned/featured in *Yankee Magazine's* March/April issue, on newsstands February 25. 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 MARCH/APRIL ISSUE** in the section here.

You can shorten this section if needed or tailor it to include something more from the article about your establishment. "The warming of the land, the lengthening of the days, happens beyond our control," says Mel Allen, editor of *Yankee Magazine*. "But what we do with the land and the light is up to us. And there are few better ways to welcome spring's arrival than with thoughts of growing things that bring beauty (and nourishment) to our lives. *Yankee's* 'Home & Garden Awards' (p. 106) serves as a guide for both new and experienced gardeners. We've chosen beautiful public gardens to visit; nurseries where plants that thrive in New England await; 14 flower and veggie varieties to plant this year; even garden-themed restaurants, where the setting alone is worth the visit. If you're ready to spring into action, we offer expert advice (with a bit of attitude) from two rose growers whose words of wisdom may change how you look at your own blooms ('In Search of Foolproof Roses,' p. 94); 'A Garden for All Seasons' (p. 100) reveals the secret to backyard pleasure and beauty year-round. And if spring sets your travel juices flowing, take a look at how Nantucket islanders shed their winter lives with a weekend filled with blossoms and fun ('One Million Daffodils,' p. 34). Though Nantucket is famous as a summer escape, these April days show a playful side to the island that may just entice you to hop a ferry and let the joy of spring flowers wash over you. I doubt you'll find Jimmy and Sara Ackermann there—they'll be tending their cows and boiling maple sap and doing who knows how many other tasks—but the spirit of spring will be swirling at home in Vermont as well as on Nantucket. It's when all things start to grow again, to rise from cold to warmth, when we all feel ready to be outside, find some tools, and dig down."

[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.

For more information 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 MARCH/APRIL ISSUE

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

Feature stories:

“My New England’ Photo Contest” — *text by Mel Allen (p. 62):* Yankee readers capture the spirit of our region, in all its beautiful and eclectic glory.

“When My Father Calls” — *by Emily Bradley (p. 70):* For a lonely widower, the new love of his life arrives on four tiny feet—and with a hankering for peanuts and sunflower seeds.

“The Memories We Choose” — *by Mel Allen (p. 74):* Amid the terror and chaos of the 2013 Boston Marathon bombing, neighbors and strangers reached out in extraordinary ways to help those in need.

“The Big Question” — *interview by Ian Aldrich (p. 78):* Textile restorer Betsey Telford-Goodwin shows us how antique quilts tell the stories of women’s lives through the centuries.

“The Throwbacks” — *by Ben Hewitt (p. 80):* In Cabot, Vermont, Jimmy and Sara Ackermann are trying to do what many feel is nearly impossible in the 21st century: to begin a new life together working the land.

The Guide:

“Yankee’s Special Spring Home and Garden Guide celebrates the new season with a look at the most beautiful gardens in New England: ones you can admire, ones you can visit, and ones you can grow yourself,” says senior lifestyle editor Amy Traverso. “In Search of Foolproof Roses” finds the hardiest varieties in New England (p. 94). “A Garden for All Seasons” explains how and what to grow to yield bright blooms, colorful fruit, and resplendent foliage (p. 106). The first annual 2014 Home & Garden Awards honor the best public gardens, nurseries, ornaments, and more (p. 114). And in “The Gardener’s House,” garden designer Gordon Hayward invites us to visit his farmhouse, a study in harmony between indoors and out (p. 114).

The **Travel** section’s “One Million Daffodils” features Nantucket’s annual Daffodil Festival, which takes place the last weekend of April (p. 34). It’s also the unofficial launch of tourist season. There are antique-car and dog parades, a hat pageant, a mile-long picnic, and plenty of daffodil-inspired sights, such as perfectly groomed poodles in perfectly tailored yellow outfits and grown adults in full-on Tyrolean dress. And, of course, there’s the anchor event: the annual and tightly judged daffodil flower show.

In the **Food** section, writer Kathy Gunst’s friends and family gather together for comfort food and warm companionship for their monthly “Second Sunday Soup Suppers,” where everyone brings a pot of soup to share (p. 46). Recipes include: Winter Salad with Tangerines, Radishes & Dates; Hope Murphy’s Italian Sausage Zucchini Soup; Patti Mitchem’s Pork & White Bean Chili; Maine Fish Chowder with Shrimp & Sunchoke; and Potato & Cheddar Soup with Chive-Walnut Swirl. In the “Local Flavor” column, visit Shady Glen in Manchester, Connecticut, where diners savor nostalgia, crispy cheese, and the world’s best chocolate-chip ice cream (p. 54). In “Best Cook in Town,” Tom Curren’s beanhole beans are baked the old-fashioned way—in the ground, the way North Country loggers did a century ago (p. 56). And this

issue's "Recipe with a History" is sweet New England cornbread, which celebrates the heritage of an ancient regional staple (p. 54).

And More:

"Here in New England: Poem City" — by Julia Shipley (p. 16): In April, window shopping in Montpelier, Vermont, becomes a literary adventure, with the works of more than 250 poets posted around town, plus additional literary events, including readings and workshops.

"First Light: 'Ice Out' on Joe's Pond" — by Julia Shipley (p. 19): In Vermont's North Country, spring's true arrival comes when a special raft sinks into the water and sets off a chain of events that doesn't end until July 4.

"The Best 5 Revolutionary War Sites" — by Norman Desmarais (p. 28): Writer Norman Desmarais, author of *The Guide to the American Revolutionary War* series, a six-volume set covering almost 4,000 battles, raids, and skirmishes of the American War for Independence on the East Coast and the frontier, shares his top five picks among New England sites.

"A Field Guide to Red Sox Nation" — by Ken Sheldon (p. 22): From Caribou, Maine, to somewhere south of Hartford, there's only one big-league ball team for New England. The cast of characters who love this team are equally entertaining, but in a more humorous way. Do you know the difference between the "Numbers Nerd" and the "Backseat Coach"?

"We Asked the Expert: How to Make Your New House Look Old" — by Ian Aldrich (p. 27): Bob Vila, the former host of several home-improvement shows, including *This Old House* and *Bob Vila's Home Again*, shares ideas for decorating and incorporating historic items that'll give your new house a more aged look.

"Local Treasure: A Powerful Voice" — by Aimee Seavey (p. 30): Massachusetts has a long and proud history of nurturing the freedom of African Americans. Today visitors can walk a famed black-history trail on Beacon Hill as well as three others around the state, tour museums of African American history, and see the 1868 birthplace of celebrated civil-rights leader and NAACP co-founder W. E. B. Du Bois in Great Barrington. And yet, tucked down a side street in the Boston suburb of Medford, the Royall House and Slave Quarters offers a sobering and singular reminder of the past—an alternative look into an earlier era of racial inequality.

"Could You Live Here?" — by Annie Graves (p. 120): New London, New Hampshire, is an inviting college town surrounded by lakes and mountains. It's a place where trees have space to spread out and fields curve up and over the horizon.

"Calendar of Events" (p. 128): State-by-state listings, plus one highlighted "Well Worth the Drive" event in each state: Spring Antiques Show in Hartford, Connecticut; Fisherman's Festival in Boothbay Harbor, Maine; Sheepshearing Festival at Gore Place in Waltham, Massachusetts; New Hampshire Maple Experience at The Rocks Estate in Bethlehem, New Hampshire; Spring Fair at Gilbert Stuart Birthplace & Museum in Saunterstown, Rhode Island; and Circus Spectacular in Brattleboro, Vermont.