

SAMPLE RELEASE
USE YOUR LETTERHEAD OR INSERT YOUR LOGO

The letter we sent you lists the starting page of the article that refers to your establishment. The digital version of the issue will be available on April 17 at www.YankeeMagazine.com/digitalpr. Please don't share the online link publicly since this is the e-version of the magazine, not our Web site, 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* May/June Issue

[Your Town, State] (April [insert date], 2014)—[Insert name of establishment] was mentioned/featured in *Yankee Magazine's* May/June issue, on newsstands April 29.

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 MAY/JUNE ISSUE** in the section here.

[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.

The issue's maritime theme takes readers on a summertime journey from Mystic to Maine with articles about the region's seafaring history, the lure of lobster shacks, and more.

"Of all the gifts that the New England landscape gives to those of us fortunate enough to call the region home—and to those lucky travelers who visit—the sea has always come first," says Mel Allen, editor of *Yankee Magazine*. "Without the sea, the Pilgrims would not have landed on these shores. Without the sea, the ships' captains who departed from our ports and brought the world back home would not have built the 18th- and 19th-century homes that have defined the architecture of New England. Without the sea, New Englanders might have grown up thinking frozen fish sticks from the Pacific Ocean were real seafood. Without the sea, dreams of far horizons would have been lost, and without the sea, summer would be just a flip of the calendar, not the doorway to timeless days and nights, with the sound of waves crashing against stone in our ears."

For 38 years, the May/June edition of *Yankee's Travel Guide to New England: Special Issue* has been the most widely distributed and best-selling guide to the six-state region. It 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.

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 MAY/JUNE ISSUE

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

Feature stories:

"A Journey to New England's Seventh State"— by Justin Shatwell (p. 60): If New England's mighty rivers are the heart of our region, then the vast and powerful Atlantic is its soul. From whaling and fishing to warfare, trade, and shipbuilding, come aboard as *Yankee* traces the shifting fortunes of our maritime heritage at four historic seaports.

"400 Years of Seafaring History"— compiled by Zinnia Smith & Eileen Terrill (p. 74): A sampling of 40-plus additional destinations along New England's "Maritime Trail."

"The Lure of the Lobster Shack"— by Rowan Jacobsen (p. 80): After a glorious day in the sun and salt air, nothing's sweeter than Maine lobster served dockside, fresh from the sea.

"Master of the Thimbles"— by Wayne Curtis (p. 84): Tour guide Captain Bob Milne shares the legends (but not all the secrets) of Connecticut's Thimble Islands, a vacation retreat for the wealthy—and the eccentric—for more than 150 years.

"Best of New England— Editors' Choice" (page 99): *Yankee's* editors and special travel contributors name more than 300 winners for 2014. Listings are sorted by state and category. Recipients range from the rustic to the refined, but all are noteworthy and memorable destinations. *Yankee* tells readers where to find the "Best Antiques Shop" in Connecticut, the "Best Old-School Water Park" in Rhode Island, the "Best Contemporary Art Museum" in Massachusetts, the "Best Seaside Campground" in Maine, the "Best Desserts" in New Hampshire, the "Best Legendary Emporium" in Vermont, and many more.

The Guide:

The **Home** section's "Ship Shape," written by Christie Matheson, features a small, abandoned old house that Providence designer Kevin O'Brien transformed into a comfortable and efficient haven with nautical décor and a fresh coastal palette (page 36).

In the **Food** section, writer Jane Walsh shares recipes for sweet and tangy rhubarb including: All-Purpose Rhubarb Purée; Rhubarb Float; Savory Rhubarb Compote; Rhubarb Squares; Rhubarb Salad with Fennel & Goat Cheese; Rhubarb-Cherry Crumble; and Rhubarb-Pecan Upside-Down Cake (p. 44). In the "Local Flavor" column, Wilton, New Hampshire's Hilltop Café serves croissants, pastries, crepes, omelets, plus breakfast and lunch offerings, soup du jour, coffee and espresso, using fresh, local, and organic ingredients (page 50). In "Best Cook in Town," Elsie Maxwell of Cape Elizabeth, Maine, has followed in her mother's footsteps in the kitchen and become a master. A sixth-generation berry farmer, Elise shares

her recipe for Strawberry-Lemon Sorbet (page 52). And this issue's "Recipe with a History" is Shirred Eggs and Bacon with Peppers and Onions (p. 55).

And More:

"Mary's Farm" — by Edie Clark (p. 14): In a lifetime of change, a cast-iron cookstove and a porch with a view remain constants.

"Here in New England: Jenny's Day" — by Michael Sanders (p. 16): Shearing the sheep and counting the lambs on an isolated Maine island honors both the legendary matriarch Jenny Cirone and a tradition of caring for the land and its four legged inhabitants.

"First Light: The Most Unusual Room in New England" — by Todd Balf (p. 23): On the top floor of the Hawthorne Hotel in Salem, Massachusetts, is a once-secret room soaked in the legacy of the sea and the ships' captains who sailed into history. It's the meeting place of the Salem Marine Society, founded as a charitable and scholarly organization in 1766.

"The Best 5 Town Greens" — by Bruce Irving (p. 32): We asked expert Bruce Irving to name his favorite village greens in New England. He produced television's *This Old House* for 17 years before launching a career in the Cambridge, Massachusetts, area as a real-estate agent and home-renovation consultant. His book *New England Icons* reveals the hidden histories of the region's familiar sights.

"The Joy of New England Cuisine" — by Ken Sheldon (p. 30): New England is the home of culinary creativity and more than a few oddities.

"We Asked the Expert: How to Eat a Lobster" — by Ian Aldrich (p. 29): Terri Nunan and her family own Nunan's Lobster Hut in Kennebunkport, Maine. From what tools to use to how to tackle the tail, Terri shares her tips to eat a lobster.

"Local Treasure: Fruitlands Museum" — by Aimee Seavey (p. 34): Thanks to the efforts of Clara Endicott Sears, a wealthy and independent Boston socialite and writer, both history and beauty have been preserved at Fruitlands Museum in Harvard, Massachusetts, which houses collections spanning Native American culture, Transcendentalism, the Shakers, and 19th-century art.

"Could You Live Here: Wickford, Rhode Island" — by Annie Graves (p. 186): Water is at the heart of Wickford, where you'll shop to the tune of gulls, take your morning coffee within the sight of swans, and find the harbor a constant companion.

"House for Sale: The Mystic River Gem" — by *Yankee's* Moseyer (p. 191): Built on the banks of the Mystic River in 1791, the historic Captain Eldredge House is finally available.

"Up Close: *Ticonderoga*—Lake Champlain's Steamboat" — compiled by Deb Despres (p. 200): Launched in 1906, the *Ticonderoga* was a state-of-the-art side-wheel steamer.

"Top 20 Events": State-by-state listings present the region's best summer events. Mark your calendar with such must-do activities as the Strawberry Festival in Monroe, Connecticut; Taste of Bar Harbor in Bar Harbor, Maine; Duckling Day in Boston, Massachusetts; 38th Sheep & Wool Festival in Deerfield, New Hampshire; Newport Flower Show in Newport, Rhode Island; or the Cheese and Dairy Celebration in Woodstock, Vermont, to name a few.