

## 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 August 18 at [www.YankeeMagazine.com/digitalpr](http://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 at [brookh@yankeepub.com](mailto:brookh@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 September/October Issue

[Your Town, State] (August [insert date], 2014)—[Insert name of establishment] was mentioned/featured in *Yankee Magazine*'s September/October issue, on newsstands August 26. 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 September/October** 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.

“In New England, we speak of the fleeting days of autumn, when the leaves consume our eyes with color, and then suddenly, or so it seems, flutter to the ground, piled into pale ghosts of their former selves,” says Mel Allen, editor of *Yankee Magazine*. “With fall here and gone so quickly, it's easy to think that we have to gulp it down, as if the season will be gone before we've started. Don't do it. These pages carry a simple message: *Slow down*. Right now. Take fall in sips—and not just the scenery and the leaves, but the people you'll meet along the way, as well. Those roadside farmstands, with their squashes and crates of apples and portly pumpkins all piled high, create a tableau as colorful as anything that lies beyond the bend in the road. If ever there was a place and if ever there was a time to drive slowly, to let the speedometer needle slide to the left, it's here: New England in September and October.

“The roads we send you on in “Slow Drives Through Fall Color” (p. 30) were chosen not only for what you'll see, but for whom you may meet, and for where you might be tempted to stop. They loop around lakes, and flow through small towns that will constantly surprise you. They cut through mountain vistas, and drop into saltwater farmscapes so pretty you'll wonder why you've never been there before.”

For more information about *Yankee Magazine*'s September/October 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 SEPTEMBER/OCTOBER ISSUE**

*These descriptions may help you when drafting a release. For additional assistance, contact [brookh@yankeepub.com](mailto:brookh@yankeepub.com).*

"The Mohawk Trail Turns 100"—text by Ian Aldrich, photographs by Carl Tremblay (p. 84): America's first "scenic tourist route" launched a century of meandering drives through classic villages and rolling landscapes of Massachusetts' northern Berkshire Hills.

"The Big Question"—by Ian Aldrich (p. 104): Pumpkin expert Steve Connolly explains the magic and science behind nurturing a giant gourd that grows to ten times his weight.

"The Most Controversial Animal in America"—by Richard Conniff (p. 106): Tourists love them, fishermen hate them ... The unprecedented resurgence of New England's gray-seal population brings new visitor dollars (and great white sharks) into our coastal communities, threatening a traditional way of life.

### **The Guide:**

In the **Travel** section, wander the back roads and byways of New England's six states and discover sweet memories of people, places, and moments to savor (page 31).

- **60 Miles of Beauty:** A roller-coaster ride through the heart of Vermont, starting in Vergennes and ending in Montpelier.
- **Driving the Sheepscot:** A route through Maine following the Sheepscot River from Wiscasset to North Whitefield.
- **Along the Great River:** Follow the Connecticut River through the Western Massachusetts countryside and travel through multiple layers of time starting in South Hadley and ending just over the border in Winchester, New Hampshire.
- **Water Colors:** A foliage drive that loops around New Hampshire's Lake Winnepesaukee and Squam Lake.
- **Where the Farmland Meets the Sea:** Explore a coastal route from the old whaling towns of southeastern Massachusetts starting in New Bedford and ending in Tiverton Four Corners, one of Rhode Island's pristine rural villages.
- **Autumn Abundance:** A meandering jaunt that begins in Granby, 20 miles northwest of Hartford, travels through northwestern Connecticut's scenic beauty and nature's bounty, and ends in Goshen.

The **Home** section visits the flea market at Todd Farm in Rowley, Massachusetts, and discovers how a little TLC can turn lonely, neglected furnishings into proud home treasures in a story called "The Upcyclers," by Lindsay Tucker (page 56). And, in *Yankee's* newest column, "Open Studio," we meet Erin Flett, a Maine textile designer who uses New England's great outdoors as inspiration for creating her colorful silk-screened fabrics (page 64).

In the **Food** section, spend a weekend celebrating New England's apple heritage at the ultimate harvest festival, Cider Days, in Franklin, Massachusetts (page 66). For a bite of "Local Flavor," *Yankee* visits Al's French Frys, a classic '50s-style burger joint in Burlington, Vermont, that serves the tastiest home-style spuds in New England (page 76). And "Recipe with a History" dishes up a true New England comfort food, Grape-Nuts pudding (page 78).

### **And More:**

"Mary's Farm: Good Enough for Eve:" — by Edie Clark (p. 14): When it comes to apples, looks can be deceiving. A little bit of cooking transforms tart, imperfect apples into rosy, organic, all-natural applesauce.

"First Light: The Monk in the Orchard" — by Rowan Jacobsen (p. 17): Ezekiel Goodband grows 90 varieties of apples at Scott Farm, a Dummerston, Vermont, estate once owned by Rudyard Kipling. Their names are romantic and arcane: Esopus Spitzenberg and Hubbardston Nonesuch, Lamb Abbey Pearmain and Cox's Orange Pippin. These were the regional stars of 19th-century England and New England, when an extraordinary flowering of apple culture brought thousands of varieties into use. Most were lost during the Dark Ages of the 20th century, when the apple industry chose to concentrate on a handful of varieties—Red Delicious, Golden Delicious, Granny Smith—that produced massive crops of almost juiceless fruit that could survive international shipping and storage.

“Only in New England: Project Driveway”— by Ken Sheldon (p. 22): Welcome to New England, where people dress like it’s nobody’s business ... because it is nobody’s business. Use *Yankee*’s handy (and humorous) fashion guide to determine your New England fashion style.

“The Best 5 Pumpkin Festivals” — by Kim Knox Beckius (p. 26): These annual events are best bets to experience a pinnacle pumpkin moment. Pumpkintown USA (East Hampton, Connecticut); Vermont Pumpkin Chuckin’ Festival (Stowe, Vermont); Jack-o-Lantern Spectacular (Providence, Rhode Island); Damariscotta Pumpkinfest & Regatta (Damariscotta, Maine); and Keene Pumpkin Festival (Keene, New Hampshire).

“Local Treasure: Garden of Peace” — by Aimee Seavey (p. 28): For more than a century and a half, Swan Point Cemetery in Providence, Rhode Island, has been a resting place for many of the state’s most notable citizen’s, and a source of serenity and beauty for all who enter.

“Could You Live Here: Greenfield, Massachusetts” — by Annie Graves (p. 118): A half-hour from the Five College bustle of Amherst and Northampton (and home to a community college of its own), Greenfield sits near the elbow of Route 2 and I-91. The heart of the Mohawk Trail starts here, too—a 42-mile stretch of Route 2 that sparkles with foliage, and is laced by the Connecticut, Green, and Deerfield rivers.

“Up Close: Bangor, Maine’s Paul Bunyan Statue” — compiled by Joe Bills (p. 140): The legend of massive lumber-jack Paul Bunyan, the very tallest of tall tales, was first spoken in lumber camps as loggers from New England moved west in search of fresh timber. With each telling, Bunyan’s accomplishments grew. Many towns have adopted Bunyan, but Bangor, Maine—home to so many of those migrating lumbermen—has perhaps the oldest, and most legitimate, claim.

“Calendar of Events”: State-by-state listings present the region’s diversity of fall events. Mark your calendar with must-do activities such as the Collinsville Halloween Parade in Collinsville, Connecticut; the Common Ground Country Fair in Unity, Maine; Pooch-A-Palooza in Topsfield, Massachusetts; 275<sup>th</sup> Anniversary Celebration in Peterborough, New Hampshire; WaterFire in Providence, Rhode Island; and Fine Furniture Woodworking & Forest Festival in Woodstock, Vermont.

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