

# MAUMEE VALLEY GROWERS

*Choose the Very Best.*



## 2006 SPRING CAMPAIGN LAUNCH

### ADVERTISING

- |                                   |   |
|-----------------------------------|---|
| 1. Toledo Blade Ad                | April 27th  |
| 2. Toledo Blade 10-week Ad Series | April 25 <sup>th</sup> thru June 27 <sup>th</sup> |
| 3. WBGU Television Spots          | April thru May                                    |
| 4. Instore Displays/Test Sites    | April 12 <sup>th</sup> thru June 30 <sup>th</sup> |
| 5. Utility Insert Cards/ValPak    | June  |
| 6. Greenhouse Retail Cards        | May 1 <sup>st</sup> thru June 30 <sup>th</sup>    |

### PUBLIC RELATIONS

1. Regional editorial on buying local (see attached)
2. Regional newspaper request for regular garden series
3. Local television news request for feature stories
4. Ongoing weekly communications with local, regional and national press
5. Press events
6. Crosby Gardens affiliation – Kid’s Garden, Festival, What’s Growing (Ch. 13)