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FOR IMMEDIATE RELEASE

NOT JUST 'ANY PEACH'....'A JERSEY FRESH PEACH!'

State-Wide Promotion to Raise Public Awareness of the Goodness of New Jersey's Locally Grown Peaches

"Jersey Fresh Peach Month" in August will be a public celebration of this wonderful fruit, with "Peach Parties" across New Jersey. The New Jersey Peach Promotion Council is launching a state-wide promotion to raise public awareness of the goodness and nutritional value of our own 'home-grown' peaches, through a series of exciting events done in cooperation with community farmers markets, restaurants, grocery stores and farmstands.

"Peach Party" events will take place at farmers markets, either the last week in July or the first week in August, depending upon the markets' days of operation. Each event will be tailored by the individual farmers market manager and participating restaurants. Among those so far planned are local restaurants creating new peach dishes and giving tastings (sometimes for public judging), farmers offering samples of the different varieties, story tellers reading and/or enacting "peach" stories, such as "James and the Giant Peach," peach dish competitions, drawings for baskets of peaches, appearances by the New Jersey Peach Queen and more.

The Peach Promotion Council will provide printed literature on the care, storage and use of peaches, recipes, what differentiates varieties (more than 40 varieties are grown in New Jersey), history of peaches in New Jersey - little known fact: New Jersey is the fourth largest producer of peaches in the country. Peach experts may also appear at selected events, by request.

For further information, contact the New Jersey Peach Promotion Council, 1200 North Delsea Drive, Clayton, NJ 08312. Phone 856-307-6450 Ext 1, or go to the website www.jerseypeaches.com

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