



***NOT JUST 'ANY PEACH'.....  
A JERSEY FRESH PEACH!***  
juicy...nutritious...delicious...the best!  
[www.jerseypeaches.com](http://www.jerseypeaches.com)

**FOR IMMEDIATE RELEASE**

**CONTACT:** Pegi Adam, 973-744-6090 [pegi@mountsnow.org](mailto:pegi@mountsnow.org)  
Jerry Frecon, 856-307-6450 [frecon@rcre.rutgers.edu](mailto:frecon@rcre.rutgers.edu)

**AUGUST IS JERSEY FRESH PEACH MONTH!  
New Jersey Peach Promotion Council Seeks Peach Seller Participants for  
Second Annual State-Wide 'Peach Party' Promotions**

**Clayton, NJ (April 13, 2010)** -- To raise public awareness of how really good New Jersey's locally grown peaches are and build wholesale and retail sales, the New Jersey Peach Promotion Council (PPC) last year launched a hugely successful series of "Peach Parties" during the month of August at farmers markets, farm stands, supermarkets and restaurants. Fifteen farmers markets and 28 restaurants throughout the state held "Peach Party" events of one or more days that month. This year, the PPC wants to expand the promotion, seeking additional farmers markets, supermarkets, festivals and growers to come in under the "Peach Party" umbrella.

PCC will work with any entity holding a peach event or festival (church fundraisers, communities, clubs, as well as entities mentioned above) to promote the event and, in the process, promote Jersey Fresh peaches. In addition to assistance with a special "Peach Party" event, the PPC offers participating entities inclusion in press releases, supplies of brochures about peaches, supplies of peach recipe books to hand out, banners and listings on the website, [www.jerseypeaches.com](http://www.jerseypeaches.com) There are also opportunities for co-op advertising in major newspapers and radio.

"Peach Party" events will take place at farmers markets, either the last week in July or the first week in August, on the venue's day/days of choice. Each event will be tailored by the individual entity and can be tied in with already scheduled peach festivals. Last year's events included a week of peach dishes on restaurant menus, peach cooking contests (pies, tarts, main courses), peach fairs, with face painters, story reading and, of course, peaches for tasting and buying, drawings for baskets of peaches, appearances by the New Jersey Peach Queen and more. PPC will work with whatever flights of fancy participants want to go for. Peach experts may also appear at selected events, by request.

More than 40 varieties of peaches and nectarines are grown in New Jersey, the fourth largest producer of peaches in the country. The fruit has been cultivated here since the 1600's - long enough to get just-right fruit that is the essence of summer goodness.

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](http://www.jerseypeaches.com)