THE OLD
FARMER’S ALMANAC

MEDIA GUIDE TO OLD FARMER’S ALMANAC NEW PRODUCTS

LET’S TALK!

The 2020 Old Farmer’s Almanac Canadian Edition is available everywhere on August 27, 2019, and we’re ready to share what’s in the latest edition of North America’s oldest continuously published periodical! We’re booking interviews now for after August 27. To schedule or for more information, please call 206-842-8922 or email ginger@quinnbrein.com or sam@quinnbrein.com.

A FEW HIGHLIGHTS FROM THE NEWEST EDITION OF THE ONLY ALMANAC WITH THAT OH-SO-FAMILIAR YELLOW COVER:

REMEmber, all of our press releases, talking points, and four-color, ready-to-print JPG images of covers and weather maps are available at almanac.ca/press.

Learn how YOUR TOES are giving you away.

TRENDS for the coming year, including:
• High-tech healthcare for pets—fitness trackers for dogs, cats, and . . . cows.
• What He-Man, iPhones, and the Sears Wish Book all have in common.
• “Trashercise”: the workout that could become the next fitness obsession.

Weird facts about CANADIAN MONEY, including the time that the Devil appeared in Queen Elizabeth’s hair.

Growing flavorful TOMATOES in a fraction of the space. PLUS: the best day to eat a tomato.

NOISE: why it’s bad for our health and how people—since the beginning of time—have been fighting against it.

Why the story of BEER is the story of Canada.


Unlock the mysteries of WEATHER EXTREMES.

FOR MORE INFORMATION, or to request review copies of any Old Farmer’s Almanac title, contact us:
PHONE: 206-842-8922 • EMAIL: ginger@quinnbrein.com or sam@quinnbrein.com
MESSAGE US: @theoldfarmersalmanac on Facebook or Instagram

TURN OVER FOR MORE NEW PRODUCTS!
THE OLD FARMER’S ALMANAC

MORE UPCOMING OLD FARMER’S ALMANAC RELEASES

THE OLD FARMER'S ALMANAC FOR KIDS, VOLUME 8
AVAILABLE: AUGUST 27, 2019

This “youthful” version of North America’s most beloved Almanac has been entertaining curious kids for almost two decades. The 8th biennial edition contains 192 full-color pages of awesome activities, fun stuff, amazing animals, cool kids, creepy creatures, and more, including:

- Remarkable stories of REAL KIDS, including a preteen farmer from Canada, a HAPPY kid nutrition expert, a helper of the homeless, and animal rescuers.
- How to DIG A HOLE to China. Yes, seriously.
- All about CHICKENS, including the connection between earlobes and eggs, why chickens can't enjoy cookies, and how they say goodnight.
- Fun OUTDOOR GAMES for the whole family. Plus: why CURLING is cool and fishing is fun.
- And much, much more! PERFECT FOR THE YOUNG AND YOUNG-AT-HEART!

Ways to learn, have fun, and celebrate, including NATIONAL POPCORN DAY

THE OLD FARMER’S ALMANAC VEGETABLE GARDENER’S HANDBOOK
A GREAT GIFT! AVAILABLE AT AMAZON: NOV. 1, 2019 • AVAILABLE EVERYWHERE: SPRING 2020

The perfect companion for every vegetable gardener—with 208 full-color pages on the best proven methods for sowing, growing, and harvesting, including:

- Step-by-step advice for success with more than 30 VEGETABLES
- The dirt on SOIL: why testing is so important—and how to do it
- Easy techniques for GROWING IN-GROUND, plus alternatives to traditional raised beds
- Gardeners' FRIENDS AND FOES: Learn which plants help (or hinder) vegetables
- Essential reference TABLES and CHARTS

AND MUCH, MUCH MORE! THE VEGETABLE GARDENER’S HANDBOOK IS THE PERFECT COMPANION FOR EVERY VEGETABLE GARDENER!

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