

FOR IMMEDIATE RELEASE

TO SCHEDULE AN INTERVIEW OR REQUEST A REVIEW COPY, CONTACT:

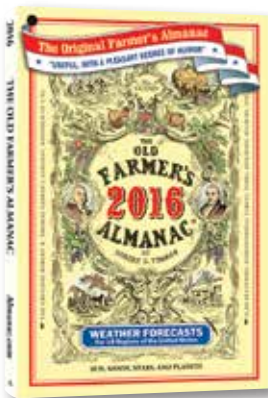
Ginger Vaughan, ginger@quinnbrein.com
Samantha Jones, sam@quinnbrein.com
206-842-8922

THE 2016 OLD FARMER'S ALMANAC:

Making Life Better One Day, One Reader at a Time

New edition of America's Almanac arrives with a forecast of super cold, an epic Supermoon, super life-saving advice, and a supervillain for the ages

Much to the relief of millions who have been waiting for its annual appearance, **The 2016 Old Farmer's Almanac is here!**



A beacon of hope and heart since 1792, *The Old Farmer's Almanac* will have people talking about superstorms (and how they're formed), superfoods that can save your life, super shoe-perstitutions, a once-in-a-lifetime Supermoon, and a supervillain who served up death ... on a platter.

The winter weather forecast? *The 2016 Old Farmer's Almanac* says that **a super cold winter is on tap for much of the country,**

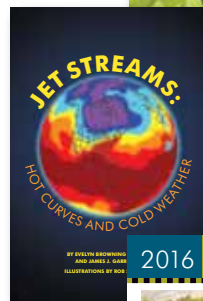
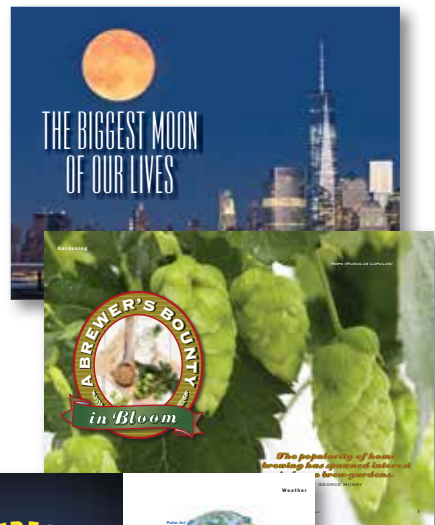
especially along most of the Atlantic seaboard and in the Ohio Valley, Great Lakes, Pacific Northwest, and southwestern states. The Northeast, Ohio Valley, northern Plains, and Pacific Northwest should **brace for a slew of snow.**

"Super cold is coming," says Janice Stillman, the Almanac's editor, "but the good news is that areas with record-shattering snow last winter—like Boston—won't have to deal with quite so many flakes."

And the Almanac should know: Its **2015 predictions of a bleak and biting winter scored a stunning accuracy of 96.3 percent!**

Stillman adds: "All in all, this coming winter will be a good one for snuggling up next to the fire with a good book!"

(continued on reverse side)



Inside *The 2016 Old Farmer's Almanac*, you'll enjoy ...

- The **biggest Supermoon** in decades, coming up on November 14, 2016.
- Why Neil Armstrong left **\$30,000 on the Moon**.
- **Angling advice** for anyone, and especially Mildred in Georgia. (Hi, Mildred!)
- Proof that the Almanac's **1+ million Facebook fans** are really smart, especially when it comes to credit cards, pillowcases, and dryer lint.
- How to tell when a **moose** likes you. (Hint: probably never.)
- The **perfect garden**: It grows really fast and **you'll love drinking it**.
- Creatures from **HELL!** (that barely move, live under rocks, and are less than 6 inches long)
- Panting chickens, happy clams, **skydiving beavers**, a ginormous cow, and jingling bear poop.
- The myth of the "5-Second Rule" and other ways **your kitchen is trying to kill you**.
- Why *Lassie* was a love story that could have turned into **Fatal Attraction**.

ALSO FROM THE OLD FARMER'S ALMANAC



- Finally, **supervillains** don't get any dastardlier than "Typhoid Mary" Mallon, who unleashed an epidemic of epic proportions ... without even trying. What **hero** finally brought her to justice? Find out only in *The 2016 Old Farmer's Almanac*, available now for just \$6.99.

The Old Farmer's Almanac—known for its wit, wisdom, and weather forecasts since 1792—originates from the not-so-secret headquarters of Yankee Publishing Inc. in Dublin, New Hampshire. In addition to producing sister pubs like the *Garden Guide*, the digital *Old Farmer's Almanac Monthly*, and *The Old Farmer's Almanac for Kids*, the Almanac brings its wit and wisdom daily to millions via **Almanac.com** and **Facebook.com/theoldfarmersalmanac**.

Print versions of *The 2016 Old Farmer's Almanac* can be purchased anywhere books and magazines are sold as well as at **Almanac.com/Shop** or by calling **800-Almanac**. Save a tree by picking up the digital version via Almanac.com, the iTunes store, or Amazon.



FOLLOW US!

Facebook.com/theoldfarmersalmanac



TWEET US!

Twitter.com/Almanac



PIN US!

Pinterest.com/Almanac



SHOP US!

Almanac.com/Shop



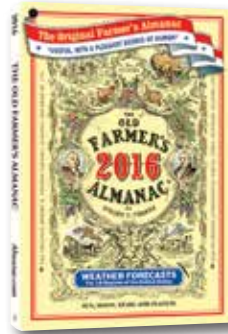
DOWNLOAD US!

Almanac.com/Magazine



CONTACT US!

Almanac.com/Press



Interview Talking Points

Ask us about these weird, wacky, and interesting tidbits!

10 Fun Numbers and Statistics from The 2016 Old Farmer's Almanac

32 million

number of households that grow vegetables

90%

misinterpret "sell by" dates and throw out good food

1,128

average number of snacks a person eats per year (that's 3.1 per day!)

500

number of miles a dandelion seed can travel

\$3.2 million:

value of an original Superman comic book

9%

of dog owners include Fido or Fifi in their wills

150

maximum number of friendships your brain can handle

18

number of feet a moose can dive

\$3.40

average payout, per tooth, by the Tooth Fairy

17.3 million

number of Christmas trees harvested annually

**TO SET UP AN INTERVIEW WITH AN EDITOR OF THE OLD FARMER'S ALMANAC
OR REQUEST GIVEAWAY COPIES, PLEASE CONTACT**

Ginger Vaughan (ginger@quinnbrein.com) or Samantha Jones (sam@quinnbrein.com)
via email or at 206-842-8922.

(Turn over for more)

Top 10 Weird & Wacky Facts from *The 2016 Old Farmer's Almanac*

1.

76 beavers were once forced to skydive ... for their survival.

2.

The kitchen sponge is likely the most **bacteria-laden** thing in your house!

3.

Doctors are analyzing patients' **sweat patterns** using red powder and a hot room.

4.

A new way to make some cash: **Rent out your toilet.**

5.

Dryer sheets can be used to freshen up a funky-smelling car.

6.

Robo-bees and **drones** are the latest tools of the trade on the farm.

7.

A moose and cow had a not-so-secret **love affair!**

8.

There was once a **year without a summer.** At all.

9.

Latest intersection of gardening and tech: apps that alert gardeners when **produce is ripe.**

10.

Family **therapists** are now treating **pet-owner** relationship issues.

The Almanac and Its History

- | | | | |
|--|--|--|--|
| <ul style="list-style-type: none">• Founded by Robert B. Thomas in 1792• The first edition sold 3,000 copies and cost about 9 cents• Today the Almanac sells millions of copies and costs \$6.99 | <ul style="list-style-type: none">• 10+ million monthly visitors to Almanac.com• Over 1 million fans and followers on Facebook, Pinterest, Twitter, and Instagram | <ul style="list-style-type: none">• Other titles from the Almanac include its <i>Garden Guide</i>, <i>The Old Farmer's Almanac for Kids</i>, the digital <i>Old Farmer's Almanac Monthly</i>, and the <i>Comfort Food</i> cookbook | <ul style="list-style-type: none">• Remember: The Almanac predicted the harsh winter of 2015 with a stunning 96.3% accuracy! Ask us about what's in store for this coming winter! |
|--|--|--|--|

SCHEDULED YOUR INTERVIEW YET? IT'S NEVER TOO LATE!

Contact Ginger (ginger@quinnbrein.com) or Samantha (sam@quinnbrein.com) via email or at 206-842-8922 to schedule an interview with an Almanac editor, request a complimentary media review copy, or just ask about anything under the Sun or Moon (we may not have the answer right away, but we'll find it for you!). Download press materials, including our winter and summer weather maps, at Almanac.com/press.