



**September 29 - October 8, 2017**

**32 Members Participated**

**33+ Events**

### **TOOLS/DISPLAYS**

#### **BANNERS - POSTERS - RACK CARDS**

- **Four 4x4 foot banners:** two at Goose Grocer, one at Sherman Farm (Highway 525) one at Pacific Rim Institute (Highway 525) - these do not have the WIG week dates but they do have the graphic
- **Twelve 2x4 foot banners:** two at Goose Grocer, one at Sherman Farm, one at Pacific Rim Institute, two at South Whidbey Tilth (Highway 525), six still unused and ready for distribution for general PR
- **Posters** - WIG Week graphic, put on Community Bulletin Boards
- **Rack Cards** - we used original rack card, no WIG Week card was created this time

### **MEDIA COVERAGE**

#### **NEWSPAPERS**

**Whidbey News Times - Front Page Story, Whidbey Island Cider Festival, September 23**

<http://www.whidbeynewstimes.com/news/new-festival-features-fresh-and-fermented-cider/>

**Whidbey Weekly - Front Page and Inside Story, WIG Week with Whidbey Island Cider Festival, September 28**

**Whidbey News Times - Front Page Story, WIG Week, September 30**

<http://www.whidbeynewstimes.com/news/all-things-whidbey-focus-of-10-day-event-starting-friday/>

**South Whidbey Record - Front Page Story, WIG Week, September 30**

<http://www.southwhidbeyrecord.com/news/week-long-event-to-feature-whidbey-island-farms/>

#### **RADIO**

**The Kitchen - WIG Week with Bruce Eckholm Farm, Chef Tom Douglas, Chef Thierry Rautureau - KIRO (Seattle)**

<http://kiroradio.com/listen/10022706/>

#### **TV/YOU TUBE**

**Moveable Feast - Fine Cooking TV - PBS, October 3**

Willowood Farm, Penn Cove Shellfish, Chef Curtis Stone, Chef Tom Douglas, Chef Renee Ericson, Aired on KCTS

**Washington State Ferries - Electronic Graphic Clinton/Mukilteo September - October 8**

## **You Tube - Whidbey Island Cider Festival w/WIG, October 2**

<https://www.youtube.com/watch?v=HJpHxS64A00>

## **ELECTRONIC NEWSLETTERS/WEBSITES**

### **Free Range Farm News - August 15**

### **Organic Farm School E-Newsletter - September 12**

<http://mailchi.mp/9945aa1cea37/september-is-flying-at-the-organic-farm-school?e=0678dafa5>

### **Island County Commissioner Helen Price Johnson E-Newsletter, September 25**

<https://content.govdelivery.com/accounts/WACOISLAND/bulletins/1b93899>

### **The Seattle Stranger Calendar Listing**

<http://www.thestranger.com/events/25416202/whidbey-island-grown-week>

### **Live Timely Calendar Listing**

<http://live-timely-o77867j1y0.time.ly/event/whidbey-island-grown-week/>

### **WSU Extension**

<http://extension.wsu.edu/island/event/whidbey-island-honey/2017-10-05/>

### **Trumba Calendar Listing**

<https://www.trumba.com/events-calendar/wa/whidbey-island/sound-publishing/seattle-events/newspaper-network/whidbey-news-times/whidbey-news-times>

### **Orchard Kitchen Website Class Listing**

<https://squareup.com/store/orchard-kitchen>

### **Cascade Loop Calendar Listing**

<http://cascadeloop.com/#event|whidbey-island-grown-week|464>

### **Whidbey and Camano Islands Tourism Website**

<https://whidbeycamanoislands.com/event/whidbey-island-grown-week/2017-09-30/>

<https://whidbeycamanoislands.com/calendar/>

### **Whidbey Weekly Calendar Listing**

<https://www.whidbeyweekly.com/event/whidbey-island-cider-festival>

## **MAGAZINES (Whidbey Island Cider Festival)**

**Sip Northwest** (online, social media, and print)

**Cidercraft** (online, social media and print)

## **SOCIAL MEDIA & WIG WEBSITE**

WIG Week posts were frequent on Facebook, Twitter and Instagram - and WIG website home page featured logo, special blog post and up to date calendar



## 2017 EVENTS

1. Lodging Special: Blue Goose Inn - DAILY
2. Lodging Special: The Quintessa DAILY W/LOCAL PRODUCTS FEATURED
3. Special Chocolate Tasting at Sweet Mona's DAILY
4. Locally Grown featured at Goose Grocer - DAILY WITH WEEKEND SPECIAL TASTING EVENTS AND BIG IN STORE DISPLAYS/BANNERS
5. Discount on Turnco Wood Products DAILY
6. Honey Sale at WSU Island County Extension and Pacific Rim Insitute WEEKDAYS
7. Discount on Snack Pack at Three Sisters Market DAILY
8. bayleaf 17th Anniversary DAILY
9. Distillery celebrates Whidbey Island Grown Week DAILY
10. Eckholm Farm Honey Bee Tour & Tasting ENDED UP DAILY
11. Frasers Gourmet Hideaway and Hunter's Moon Farm Blueberry Specials DAILY
12. Grape Harvest at Comforts of Whidbey FIRST FEW DAYS
13. Quail's Run Farm Heirloom Cornmeal — Limited supply -- SOLD OUT IN ONE DAY
14. Cooking Class at Orchard Kitchen W/GLENDALE SHEPHERD FIRST SATURDAY ONCE
15. Whidbey Island Cider Festival at Pacific Rim Institute -- 850 attended W/WIG MEMBERS 3 SISTERS STORE, WHIDBEY PARTY GIRLS, SHERRYE WYATT

16. Cider Flights at bayleaf FIRST SATURDAY TO PROMOTE FESTIVAL
17. Spoiled Dog Winery/Wine Tasting Flights with CJ&Y Cheese WEEKENDS
18. South Whidbey Tilth Farmers Market FIRST SUNDAY W/SPECIAL EVENTS
19. National Farm to School Month USDA
20. Sherman Pioneer Farm Open for Fall DAILY
21. Whidbey Island Allied Artists Show SECOND WEEKEND
22. Salsa Making Workshop SOUTH WHIDBEY TILTH ONCE
23. bayleaf Thirsty Thursday Local Whidbey Island Wines ONCE
24. Bread Making Classes at Orchard Kitchen ONCE
25. Oystercatcher, Kettle's Edge Farm and Cook on Clay Dinner ONCE - SOLD OUT
26. Willowood and Penn Cove Shellfish Special on PBS ONCE
27. Community PopUp Pub - Northwest Cultural Center ONCE
28. Taste Washington Day WSDA FARM TO SCHOOL ONCE
29. Lavender Wind Farm Cooking Class ONCE - SOLD OUT
30. Washington Apple Crunch WSDA ONCE
32. Movie Screening: Cultivating Kids SOUTH WHIDBEY TILTH AT FREELAND LIBRARY - ONCE
33. Cooking Class at Orchard Kitchen PENN COVE SHELLFISH SECOND SATURDAY ONCE - SOLD OUT
34. Alpine Cheese Event at bayleaf ONCE - SOLD OUT

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NOT LISTED HERE BECAUSE NOTHING SPECIAL WAS DONE BUT THEY WERE ON THE WIG ONLINE CALENDAR-- Oak Harbor Farmers Market; Coupeville Farmers Market; Langley Second Street Market