

Watershed Agricultural Council

Agriculture ♦ Forestry ♦ Conservation Easements ♦ Economic Initiatives

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Dear Member of the Media:

Thank you for your interest in Pure Catskills. Our online media kit has been developed to aid you in learning more about Pure Catskills, its members and the importance of supporting working landscapes in the Catskills region. The kit contains great resources outlining our mission, latest news and graphic assets for your use. Following is an overview of the contents of this kit and files available:

Tool: Pure Catskills Backgrounder

Description: This backgrounder provides information on the history of the Pure Catskills initiative, its mission, and the connection between the Watershed Agricultural Council and the New York City Watershed.

Link: http://purecatskills.com/sites/default/files/PCBackgrounder_10_16_14FINALlh.pdf

Tool: Press Releases

Description: The latest news about events, programs and efforts from Pure Catskills.

Link: <http://purecatskills.com/press-kit>

Tool: Pure Catskills Member Profiles

Description: The Pure Catskills member stories give you a glimpse at our individual members and the history and stories behind their products and services.

Link: <http://purecatskills.com/press-kit>

Tool: Pure Catskills in the News

Description: The latest articles about Pure Catskills and linked here for your reference.

Link: <http://purecatskills.com/members-news>

Tool: Pure Catskills Rack Card

Description: The Pure Catskills rack card provides a succinct description of Pure Catskills and showcases our “We Are Pure Catskills” campaign graphics.

Link: <http://purecatskills.com/sites/default/files/purecatskillsrackcard1.pdf>

Tool: Pure Catskills Member Videos

Description: The stories of our members come to life in these short videos featuring members of Pure Catskills.

Link: <http://www.youtube.com/channel/UCjRMJfsdCfYwrD67CdSXvCA>

Tool: Image Library

Description: Photos of our members and logo files are available in our image library for your use. If you need any additional images, please contact us. Photos ©Andy Ryan.

Link: <http://purecatskills.com/press-kit>

If you have any questions or need any additional information about Pure Catskills, please contact Kristan Morley, Pure Catskills Coordinator, kmorley@nycwatershed.org, 607-865-7090 x293.

Thanks for your support of Pure Catskills!