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LOCAL FARMERS COMMAND ATTENTION

2007-10-17

ST. JOHN'S, NL – It's no surprise that comedienne Amy House is frequently recognized on the streets of St. John's and asked about her latest work. What *is* unusual is that this fall, the topic of conversation is frequently meat, eggs and produce.

Last month, **Newfoundland and Labrador Agrifoods** launched the second half of a television and print campaign, aimed at stimulating interest in the agriculture and agrifoods industry. The initiative includes 18 TV spots, each of which features Amy House interviewing a different farmer from the province.

The first half of the campaign launched across Newfoundland & Labrador in June 2007 and, ever since, the response has been exceptional. The spots have received high praise and support from the agriculture industry and have resonated with Newfoundland & Labrador residents. "The response has been unbelievable. Everywhere I go people stop me to tell me how much they love the ads," says House. "I expected a positive response, but this is beyond what I imagined."

St. John's-based agency **Dory Advertising** produced the spots, as well as a series of 10 print ads that also encourage viewers to buy locally. **Donna McCarthy**, creative director at Dory Advertising, says that the overwhelming response to the campaign is a great example of what happens when the best comedic talent in the province teams up with Newfoundland's hardest working people.

Contacts:

Donna McCarthy, Creative Director
Laurelyn Priestley, Managing Director
709.754.4366