

Potatoes in the Community
FOR IMMEDIATE RELEASE

(CHARLOTTETOWN, PE – July 5, 2018) Prince Edward Island Potato farmers, through the PEI Potato Board, are proud to add their support to community events around our province this summer. Potato farmers recognize the importance of supporting the rural communities in which they live and operate their businesses in and, with their neighbours, help host world-class events that are enjoyed by Islanders and visitors alike every summer.

New to the Board's sponsorship program this year is a pilot breakfast program at O'Leary Elementary School, sponsoring the Kent Vincent Racing Team, sponsoring the Ocean 100 Summer Cruiser, and presenting Dennis Ellsworth and Kinley Dowling at the Indian River Festival on July 8th.

We are continuing with our support of Farm Day in the City, Open Farm Day, Fall Flavours (Toe Taps 'n Taters), Small Halls, Burger Love, Island Review, the O'Leary Potato Blossom Festival and the International Shellfish Festival, as well as tree planting activities around Island schools.

The industry's mascot, Tate, will be busy this summer promoting potatoes throughout Prince Edward Island. A favourite of children around the Island, Tate has a full schedule of parades, festivals, and popular locations he plans to attend this summer.

Along with industry sponsorship of tourism related and signature events, individual PEI farmers and potato related businesses are also large supporters of their communities throughout the year, from sports events/facilities, fundraisers, and community activities. Potatoes and the crops that are grown in rotation on Island potato farms are visible throughout our Island landscape, and are also interwoven with communities throughout the province.

Be sure to follow us on Instagram (@pei_potatoes), Facebook (@PEIPotatoes), or Twitter (@PEIPotatoes) to keep up with our activities this summer. For more information call 902 892-6551.

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Prince Edward Island Potatoes are world renowned for the great taste and quality that comes from growing in the unique red soil of PEI. The Prince Edward Island Potato Board is a farmer-controlled organization dedicated to supporting the highest performance of an economically and environmentally sustainable potato industry. The potato industry is worth over \$1 billion to the Prince Edward Island economy each year.

