

Happy fall from Georgia!

Our Georgia watermelon season is coming to a close and we have had an awesome year promoting our favorite, sweet summertime fruit. The queen tour has been a great success and we are so fortunate to have had the opportunity to visit so many wonderful places! We can't think of anything better than marketing sweet Georgia watermelon!

Our season of promoting watermelons began with 'down-on-the-farm' visits with our growers in South Georgia! **Thank you to Tucker Family Farms, Leger and Son, Auburndale Fruit, Kenny Davis, Bob Rawlins, Mark Bryan, Marty Bloodworth, McKay Farms, Burk Farms, Dan King, Melon 1 and Generation Farms** for allowing Queen Meredith to spend time with you and learn more about production and distribution! Also, a huge thank you to Melon 1 for hosting us for lunch and to Seedway for a special invitation to join their sales team on a field trial. It's always fun to sample and taste test new varieties!

Queen Meredith continued her travels with visits to cooler climates, Longos in Toronto and Coleman's in St. John's Newfoundland. These were very busy promotions with at least 3 store visits per day and media interviews in between. We had a great time educating consumers on how to pick out the perfect watermelon and hosting watermelon eating contests. **Thank you to the National Watermelon Promotion Board for your support with these visits and to Ms. Judy Bennett of Colemans for transportation, meals and making sure we were at the right place at the right time!**

Other promotions included a partnership with the Atlanta Braves! Runners in the annual Braves Country 5K quenched their thirst with slices of watermelon at the finish line at SunTrust Park on June 1. The GWA were on deck with Atlanta Braves on July 4-5 where we handed out over 8,000 hand-held watermelon fans to help keep the patrons cool. There's probably nothing that feels more Americana than celebrating the fourth of July with watermelon, baseball and fireworks, right? The highlight of the evening was an on-the-field-experience for Queen Meredith as the Honorary Team Captain on July 5. Meredith was featured on the large LED scoreboard and on the field with the roster exchange. **Thank you to Chris Hogg and his family, the McGlamory family and Samantha and Matt Kilgore** for their helping hands to get all of these fans passed out before the games!

Queen Meredith joined the Georgia Bulldogs at Sanford Stadium in Athens, GA on August 17 to celebrate the end of their scrimmage practice with the annual watermelon cutting after their two-hour practice. While the temperatures hovered around 96 degrees during the afternoon workout, Queen Meredith was able to help them cool down and re-hydrate after practice with freshly cut Georgia watermelon provided by the Coggins' family from their farm in Franklin County. The 19-year-old tradition continues with the Queen joining the Bulldogs for team pictures before leaving the stadium. For a first-hand peek at this promotion, visit our Facebook page and [click here](#) on the video to engage in the full experience!

As we move forward, Queen Meredith is excited to be attending the Marine Corps Marathon in Washington, DC. **Thank you to the NWPB** for sponsoring us each year to attend our nation's capital and

help serve watermelon at the finish line! Stay tuned for the next Vinline issue; we can't wait to share the MCM experience and even more with all of you!

Would you like to schedule a date for our Georgia Watermelon Queen to visit your location? Please call Dawn Cheplick at 706-845-8575 or [dcheplick@asginfo.net](mailto:dcheplick@asginfo.net) to book the queen.

Sincerely,

Dawn Cheplick, Promotions Coordinator  
706-845-8575 ~ [dcheplick@asginfo.net](mailto:dcheplick@asginfo.net)



Eat it. Drink it. Love it.

## **2019 FALL VINELINE CAPTIONS FOR PICTURES**

FallV1 – First trip to Canada on the Longo's promotion – what excitement!

FallV2 – July 4<sup>th</sup> at the Atlanta Braves SunTrust Park passing out hand-held GA Watermelon fans!

FallV3 – We all love chatting with Mr. Bob Rawlins! He's the best!

FallV4 – Thank you to Kenny and Debra Davis and Steve Helms for letting us visit your packing facility!

FallV5 – 'On the edge' Queen Meredith sits above the North Atlantic at Cape Spear, Newfoundland. Just across the waters lie Ireland, Portugal and France!

FallV6 – The wonder of it all....Niagara Falls, rainbows AND Queens!

FallV7 – Thank you to the Hogg family for joining us at the Atlanta Braves this summer!

FallV8 – Promoting sweet GA watermelon at Coleman's in St. John's!

FallV9 – Ms. Judy Bennett and Queen Meredith educating consumers about the benefits of eating watermelon.

FallV10 – And there she is folks! Meet the Honorary Team Captain for the Atlanta Braves!

FallV11 – THE EXCHANGE of the team roster at Atlanta Braves home plate!

FallV12 – Hanging with the Melon 1 Team! Lunch was delicious! THANK YOU!