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2005 Co-op Month Print Ads Available for Download, Variety of Sizes and Formats Offered

Other Projects Included Updated Online Toolkit, National Report

Washington, DC—Updated print advertisements highlighting cooperatives' commitment to their communities are now available on the National Cooperative Month web site, www.coopmonth.coop. The ads are presented in a variety of sizes and formats and can be downloaded either as PDFs or Quark files.

Two of the ads have been updated from last year and one new ad has been created. All are available in four-color or black-and-white versions and in sizes for both magazines and tabloid newspapers. The ads also allow cooperatives to insert their own logos. The content of the ads:

- **Sprout**...represents graphically how co-ops grow their communities from the ground up. They put the seventh cooperative principle into action every day.
- **Living and Breathing**...echoes the Co-op Month logo with photos and copy to convey the notion that cooperatives don't just talk the talk on community commitment; they walk the walk.
- **Community**...offers a more whimsical treatment, incorporating the icons from the logo with copy promoting co-op commitment to community.

The National Co-op Month Planning Committee, the sponsor of the annual October Co-op Month observance, encourages co-ops to use the ads to remind the public of their community involvement, including their total employment and business activity.

The theme for Co-op Month is the same this year as last—Owned by Our Members, Committed to Our Communities. "October is the time to tell others just how much co-ops are doing throughout America's cities and towns," said Charles E. Snyder, CEO of the National Cooperative Bank and chair of the 2005 Co-op Month Planning Committee. "We encourage co-ops to reach out through the media with information on their charitable contributions, community investments, employment and other beneficial community impacts."

Other Projects

For a national perspective, the Planning Committee is gathering data from the major co-op trade associations on cooperatives' membership, employment, payroll, business activity, community contributions, economic development activities, and volunteer activities.

This information will be included in a report made available to media to coincide with the start of Co-op Month in October. Details on the contents of the report will be found on the Co-op Month web site as the date approaches.

The Planning Committee is also updating last year's online Co-op Month Toolkit for 2005. The toolkit, also found at www.coopmonth.coop, is helpful to co-ops of all sizes in planning their 2005 observances.

The toolkit features the downloadable Co-op Month logo, the print ads, draft news releases and opinion articles, hundreds of tips for how to celebrate Co-op Month, and dozens of pages of examples of how co-ops benefit their communities.

Co-ops are encouraged to share their own Co-op Month events and materials in the Gallery section of the web site. Click on "gallery" and then on "submit your event."

The Co-op Month Planning Committee contracts with the National Cooperative Business Association, a committee member, to coordinate work on Co-op Month.

Other members of the Planning Committee are ACDI/VOCA, CHF International, Cooperative Development Foundation, Credit Union National Association, Farm Credit Council, National Association of Federal Credit Unions, National Association of Housing Cooperatives, National Cooperative Bank, National Council of Farmer Cooperatives, National Farmers Union, National Milk Producers Federation, National Rural Electric Cooperative Association, National Rural Telecommunications Cooperative, National Rural Utilities Cooperative Finance Corporation, National Telecommunications Cooperative Association, Overseas Cooperative Development Council, Rural Telephone Finance Cooperative, and the Rural Business & Cooperative Services program of the Department of Agriculture.

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