

REMEMBER: JUNE 21 is "LLAMA APPRECIATION DAY"

THE GALA BOARD HAS APPROVED JUNE 21, SUMMER SOLSTICE, AS THE ANNUAL LLAMA APPRECIATION DAY.

GALA'S NEW "LLAMA PROMOTION COMMITTEE" SUGGESTED THIS IDEA AS PART OF ITS NATIONAL CAMPAIGN TO EDUCATE THE GENERAL PUBLIC ABOUT THE VIRTUES OF LLAMAS.

IDEAS FOR USING "LLAMA APPRECIATION DAY"



We already have two wonderful "tools" ready to go: The "Your New Best Friend" Brochure and the GALA Ambassador Cards. (Details on procuring these see page 21 in May 2017 Newsletter.)

When thinking about how a corporation/organization might assist or become involved with our mission, one could, let's say, contact the local Tractor Supply managers and ask if they might be interested in "hosting" a Llama Appreciation Day" event at their store on or near June 21. Local llamas and their owners could do a basic Llama 101 session, demonstrate packing, discuss fiber and fiber products, allow children to lead llamas or whatever would be appropriate for that venue.

To celebrate "Llama Appreciation Day," GALA Members could have Open Barns at their farms during this time or create show and tell opportunities at other venues, like summer camps and libraries. Might also be a good time for local or regional JackPot to co-ordinate with this day,

The ways that "Llama Appreciation Day" can be used to educate the General Public about Llamas are limitless. Know that you can think of a dozen ways to use this annual date effectively.

June 21 was chosen as the date not only because of its summer solstice significance in North America; this date has significant meaning in the Andes, ancestral homelands of our llamas, where the Inca winter solstice festival celebrates the returning of the sun's dominance to the sky.

This is a good time to share your animals with others and give people the chance to actually touch and experience a llama. For many, this is a rare and delightful experience.

Remember to request the new Llama Promotion Brochures to have available for those special venues or events. Receive your free pack of brochures by contacting Carol Millard at cmillard@usj.edu or 860-429-2726. .