

Walk Organisers press pack

PROMOTING YOUR WALK

Sending out a press release is a good way to let local media know that a Walk is happening in your area. If you haven't dealt with the media before it can feel a bit daunting but don't be deterred, it is easy if you follow the guide notes below.

Emailing the press release (an editable one that you can personalise with your own details, can be found on the website under 'Organisers downloads') is simple, quick and easy and the story might be covered but nothing works better than personal contact by telephone if you have the time.

Fill out the pre-written press release in preparation and print a copy out so that can refer to it when you make a call. Also make some notes about key things you want to put across.

Then get on the phone and phone your local papers, and if possible radio too.

Ask:

- ❖ Who is responsible for local news items or covering events? Get the name and ask to be put through to them. If they are not available, ask for an email address or get the full postal address.
- ❖ If you do manage to speak to someone, tell them about the Walk, the aims of the GGGW and how much the coverage would mean to the owners and the greyhounds. Be enthusiastic and upbeat and keep to your notes. If they are interested, they will ask you the questions. Ask if you can send them your press pack.
- ❖ A press pack includes the following: The main press release (an editable one that you can personalise with your own details, can be found on the website under 'Organisers downloads'), a copy of the GGGW logo, photos of previous GGGW walks – preferably one from your local area. (If you are stuck with any of these, email press@greatglobalgreyhoundwalk.co.uk and our Press Officer will send you the appropriate photos).
- ❖ Ask for a copy deadline date and email/send the information a few days before.
- ❖ Ask if anyone would be free to attend the event or perhaps send a photographer? You can never guarantee it but always ring and check a week before hand to see if they have someone they can spare.
- ❖ Do remember to say thank you for their time and appreciate their support (even if they haven't given it)
- ❖ A follow-up call to ensure the contact has received the info is not a bad idea either

Good luck and please contact our press team if you require any assistance - and share your success with us too!

Web: www.greatglobalgreyhoundwalk.co.uk

Press Officer:

Email: press@greatglobalgreyhoundwalk.co.uk