

# Getting publicity for your Pink Ribbon Breakfast – A cheat sheet



Thank you so much for hosting a Pink Ribbon Breakfast this year! If you'd like to get some publicity for some event, here are some helpful tips to get you started...

## Publicity helps you to:

- Boost attendance and donations
- Raise awareness about breast cancer and a worthy cause
- Get prizes and donations to increase your fundraising
- Get a spot of well-deserved recognition for your good work.

## Talking to the press is easy – they're always looking for stories!

Local media like:

- **Local stories about local people doing local things:** Local media often ask us at head office for locally relevant stories. We can't always provide these, but you can!
- **Supporting worthy causes:** Readers of regional/local papers – especially big-hearted Kiwis – like to read about something good that is being done in their area.
- **Something unusual:** Are you doing something different? Perhaps some sort of unusual or quirky activity? Are you aiming to raise a big number, or set some kind of record? Anything that stands out makes your story more newsworthy.
- **Real stories that connect you to the cause:** Does someone in your organising group have a direct connection with breast cancer? Maybe they are fighting cancer right now, or they have lost someone to the disease. This makes the story more relevant and 'real'.

## Four easy steps to getting media coverage

1. **Know your local media:** What are the newspapers in your area? Have a look at your regional paper (e.g. Manawatu Standard, Hawkes Bay Today, Otago Daily Times) and your local paper (e.g. North Shore Times, Eastern Courier). What stories do they tell? How might your story fit in their paper?
2. **Look up the contact details:** Look inside the newspaper, or Google its title, to find the contact details for the editor or newsdesk. Take down their email address and phone number.
3. **Send a press release:** Use our template press release to tell the newspaper about your event. Adapt the release to include details about your own event. Keep it short and sweet, and make sure to include the who, what and when in the first paragraph. Email your press release to the editor and/or newsdesk.
4. **Pick up the phone!** Follow up your press release with a phone call to the newsroom. Make sure you get straight to the point: what is your news? Why would they want to tell your story?

## Keep us posted!

Let us know how you get on and please share any coverage you get with our head office – we'd love to see where your story ended up! Send us an email to [intouch@bcf.org.nz](mailto:intouch@bcf.org.nz)