

HOW-TO-GUIDE

CONTACT THE MEDIA

Inviting the media requires 3 steps - find media outlets in your area, contact them and send them your pitch!

OUTLETS

- Search media publications in your local region! Google search: 'your city/town + newspaper/radio' will give you plenty to choose from

CONTACT

- Go to the "Contact Us" page of the news outlet website
- There will be one of 3 types of submission options:
 1. A general email address will be available for you to contact
 2. A submission box will be available for you to share your story or paste your Media Invitation
 3. Look through the list of reporters and find one you think would be interested in covering your event. Share your story or send your Media Invitation directly to them if their email address is provided

CONTENT

- In your email/submission:
 1. Introduce yourself
 2. Your reason for reaching out: inviting media to a fundraising event or sharing why you Ride

EXAMPLE:

Dear [media contact],

This year I am participating in the Enbridge® Ride to Conquer Cancer® benefiting the Segal Cancer Centre at the Jewish General Hospital. I Ride because I am a cancer survivor and know

there is a long way to go to improve research, treatment and care. I was diagnosed with breast cancer in 2016 and underwent aggressive chemotherapy treatment for several months. I faced the hardest moments in my life but received exceptional support and care from my medical team at the Segal Cancer Centre. Now, I'm cancer-free and Ride to support the Jewish General Hospital and the work done to change outcomes for cancer patients. I'd love to share more with you about my experience and why I Ride. Please contact me if you would be interested in covering my story with your [readers/viewers].

3. If applicable: invite them to come and experience the event and conduct interviews
4. If applicable: insert Media Invitation in the body of the email

TIMELINE

- Submit your Media Invitation approximately 1 week before the event
- If you don't receive a response:
Follow-up with the news outlet 2 days before and ask if they would like to cover the event