

HOW-TO-GUIDE

MEDIA INTERVIEW DO'S AND DON'TS

Thinking of sharing your Ride story with the media or inviting media to your fundraising or recruiting event? Here are some do's and don'ts.

PREPARATION:

- What do you want the media to know about your event? Think of 2 - 3 reasons why you are hosting the event and why it's important for the community to come together for The Ride.
- What do you want the media to know about The Ride? Think of 2 - 3 stories in advance about why you are participating.

ALWAYS:

- Refer to the event as 'the Enbridge® Ride to Conquer Cancer® benefiting Princess Margaret Cancer Centre' or 'The Ride'.
- Share your story and focus on your personal journey/connection to the cause.
- If you've participated before, focus on what that experience was like during the event and why you're coming back.
- Acknowledge community support.

REMEMBER:

- When talking to the media, you are always 'on the record'. They have the right to publish anything you share.
- Think about your answer before responding. If you have to pause and think, it's okay!
- For phone or pre-recorded interviews: if you don't know the answer to the reporter's question, tell them you will get back to them with the correct answer and reach out to The Ride for support at media.support@conquercancer.ca
- For live interviews: if you don't know the answer to the reporter's question, say you are not sure and think of a related message that you do know and share that.

INFO ABOUT THE RIDE TO KEEP IN MIND:

What is the Enbridge® Ride to Conquer Cancer® benefiting Princess Margaret Cancer Centre?

The Ride is a life-changing fundraising experience that allows thousands of Riders to make an EPIC impact. It is a two-day, over 200-kilometre cycling event across Ontario. The Ride is for everyone from weekend riders to seasoned cyclists.

The Ride takes place from **June 8-9, 2019.**

To register, donate or request information, call [877] 699-BIKE [2453] or visit conquercancer.ca

Where does the money go?

Funds raised through The Ride support Personalized Cancer Medicine research, treatment advances, education and new standards of care at The Princess Margaret, across Ontario and around the world.

\$2,500 is a lot of money to raise. Why is this the minimum?

The purpose of The Ride is to raise substantial funds for cancer research and treatment. Funds raised through the Enbridge® Ride to Conquer Cancer support Personalized Cancer Medicine research, treatment advances, education and new standards of care at Princess Margaret, across Ontario, and around the world.

This vital work requires major funding to operate and from the moment a Rider registers, they have access to a full support system.