

## 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 Ride to Conquer Cancer' or 'The Ride' in support of BC Cancer Foundation.
- Share your story and focus on your personal journey/connection to the cause.
- If you've participated before, focus on what the 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](mailto: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 Ride to Conquer Cancer® presented by Wheaton Precious Metals®?

The Ride is a unique cycling experience through the beautiful Fraser Valley to raise vital funds for cancer research and treatment at the BC Cancer Agency.

Riders will cycle for two days, covering over 200km with an overnight camp at midway. The Ride is for everyone from the weekend rider to seasoned cyclists.

To register, donate or request information, call (888) 771-BIKE (2453) or visit [conquercancer.ca](http://conquercancer.ca)

Where does the money go?

Funds raised through The Ride are put to use immediately to attract and retain world-leading doctors, scientists and researchers to implement the most promising cancer research programs and treatments.

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

The purpose of The Ride is to raise substantial funds to support research, treatment, care, and prevention programs at the BC Cancer Agency.

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