

SPREAD THE WORD

TOP TIPS TO HELP YOU GET LOCAL PUBLICITY

Thank you for joining the fight and agreeing to Stand Up To Cancer with us.

Have you thought about generating some local publicity to promote your fundraising? Letting your local newspaper or radio station know about your fundraising activity is a great way of gathering more support, raising awareness and it can help to boost fundraising.

We have produced some top tips to help you.

Getting started

Know your facts! Before you call the local reporter or write a press release, make sure you have all the key information at your finger tips. Work out the Who, What, When, Where, Why and How?

What's the story?

Is there anything about your event, or the people taking part, that could capture a reader's attention if they saw it in their local paper? Why is it relevant to them? Why would they want to read on?

Why are you fundraising for Stand Up To Cancer?

Are you getting involved because you think Stand Up To Cancer is a great idea? Have you, or any of the people taking part in your fundraising activity, got a specific reason for supporting Stand Up To Cancer? If you have a very personal reason linked to the cause, it could motivate others to get involved.

You may be a cancer survivor, or perhaps you are taking part in memory or celebration of someone who has been touched by the disease. Your personal motivation could make your story stronger for the local press.

If you have had a personal experience of cancer and you are interested in helping Cancer Research UK with publicity, please let us know by emailing mystory@cancer.org.uk

How are you going to raise money for Stand Up To Cancer?

Will you be sponsored by family, friends and work colleagues? Will you charge admission if you are holding a fundraising event? Are you going to ask the public for donations?

Perhaps you have set up a Just Giving page, whatever option you choose make sure you flag up this information to the journalist or include it in your press release.

Is it local?

This may sound obvious, but local newspapers and radio stations cover a specific area and this means that they want stories that are local. Does your story have a connection to their area? If it does, make sure you let them know.

Who is involved?

Are you raising money with your workmates? Is it your school mates or perhaps you and your friends and family?

What are you doing?

Paint pictures with words! Think about what you are doing and the details that could bring it to life. For example, being sponsored to have your shoulder length blonde hair shaved off, joining

together with your workmates and making a donation to wear purple Mohican wigs for the day; or doing a five mile sponsored walk around the school playground on stilts!

When are you doing it?

Exact details are very important if you want to invite the local paper along. Include the day, date and time of your fundraising event or activity in your press release or tell the reporter over the phone.

Where are you doing it?

It could be at work, at school, at university or at your local sports centre or community hall. If you are sending a press release and want a reporter or photographer to attend, please remember to include the full address with the postcode.

Putting it into words

To help you promote your event, we've produced a number of template press releases that you can download.

But if you want to write your own, here are some useful points:

- Try to tell your story 'in a nutshell' in the first paragraph or introduction.
- Answer all the important questions - Who, What, When, Where, Why and How?
- Keep it short! Try to aim for 25 – 30 words per paragraph and don't use more than two pages.
- Get the details right! Include full names, ages, and areas people come from. Always check the spelling of any names.
- Always include your contact number at the end so the reporter can call you if they want to.

Who's who in your Local Media?

You can find out who to contact by:

- Buying the papers – often reporters' names and contact numbers are published inside.
- Looking at the paper online – most sites give contact numbers and details of the areas they cover.
- Listening to your local radio stations to get an idea of the kinds of stories or information they carry. Most will have a website with details on the presenters and how to get in touch.

If a picture paints a thousand words?

A good picture opportunity will really help your story. Look at the kind of photographs your local papers use to get a flavour of the kinds of pictures they might want from you.

Then you could contact the paper ask them to send a photographer to your event. Describe what the picture will look like and who will be in it.

Or, you could take a picture yourself and send it to the local paper, along with a press release or a short caption for the photo.

And finally...really useful practical points!

- Do your homework and find out the deadlines for your local newspaper.
- Use email to send a press release.
- Write a simple headline for your press release and put it in the Subject Box.
- If you want to send pictures, email them in 'jpeg' format. Try not to send more than a couple at a time as it can jam the reporter's inbox.
- Always include your contact details on your press release. It's a good idea to include a mobile number, if you have one, so you can be contacted during the day.

Ends

Press Release Template 1: School Fundraising Template for supporters

IMPORTANT! **PLEASE READ AND THEN DELETE THIS BOX**

This is a template press release to help you generate publicity for your **school's hair raising event**. You need to add your specific details and, where appropriate, change the press release to suit your particular circumstances. Once you've made the changes, please print it and read it through to check that it makes sense.

How to use this press release template

Step 1. Save this template on your computer

Step 2. (Red brackets): Put your specific information in the area indicated by the red brackets. Then delete the instructions and brackets and change the colour of the text to black.

Step 3. Print and read your press release to check it makes sense. Then send it, by email, to your local paper. It's a good idea to copy it into the main body of the email, rather than sending it as an attachment.

For Immediate Release

(Insert date)

(INSERT TOWN) SCHOOL'S HAIR-RAISING DAY FOR STAND UP TO CANCER

PUPILS and staff at a **(insert name of school/area)** are adopting a 'hair-raising' approach to raise money for Stand Up To Cancer, a dynamic new fundraising campaign brought to the UK by Cancer Research UK and Channel 4.

On **(insert date)** pupils and teachers will style their hair into gravity defying quiffs and Mohicans, while the follicly challenged will don quirky wigs, all in aid of Stand Up To Cancer.

Stand Up To Cancer will unite scientists, celebrities and communities across the UK to generate funds, raise awareness and bring forward the day when all cancers are cured.

One-in-three people in the UK will be diagnosed with cancer at some stage in their lives. Stand Up To Cancer aims to raise money to accelerate groundbreaking research to help more people survive and ensure more families stay together.

Insert brief details on your motivation for wearing a crazy hair style and raising money for Stand Up To Cancer.

(Insert name and Job Title) at (Insert name of school) said: 'Everyone in the school is really excited to wear their hair in the craziest styles imaginable, in fact we are running a competition for the tallest hair and the most extreme spiked up hair-do. We decided to support Stand Up To Cancer because (insert reasons for support, for example, lots of people at the school have been touched by cancer and we think this is a really important cause).

The school hopes to raise (insert amount) for Stand Up To Cancer by (insert details of fundraising activity, for example, paying £2 each to wear their hair standing up, holding a cake sale, a fashion show etc.)

A host of stars from television, music and film are already supporting Stand Up To Cancer including Gwyneth Paltrow, Alan Carr, Davina McCall and Embarrassing Bodies' Dr. Christian Jessen.

In October, Channel 4's on-air season will build over a whole week culminating in a live fundraising entertainment extravaganza on Friday, October 19.

For more information and to get involved visit standuptocancer.org.uk

ENDS

For further media information, please contact (insert your contact details. Include a mobile number if you have one).

Notes to Editors

What is Stand Up To Cancer?

Brought to the UK by Cancer Research UK and Channel 4, Stand Up To Cancer (SU2C) will galvanise the collective force of millions to give cancer research in the UK the boost it needs to accelerate progress in the fight against cancer. Scientists, celebrities and the people of the UK will unite to raise funds, awareness and momentum in the fight against cancer. The tide is turning. SU2C aims to bring forward the day when all cancers are cured.

SU2C is an established initiative in the U.S, which uses the entertainment industry to create awareness and build public support for cancer research. In four years SU2C already has a staggering \$180m pledged to groundbreaking cancer research, speeding breakthroughs from the lab to patients.

Stand Up To Cancer will see stars from television, music and film including Gwyneth Paltrow, Alan Carr, Davina McCall and Embarrassing Bodies' Dr. Christian Jessen come together to galvanise the public in the fight against cancer. The on-air season will build over a whole week on Channel 4, culminating in a live fundraising entertainment extravaganza on Friday October 19.

Press Release Template 2: Cycling challenge press release for supporters

IMPORTANT! **PLEASE READ AND THEN DELETE THIS BOX**

This is a template press release to help you generate publicity for your **cycling challenge**.

You need to add your specific details and, where appropriate, change the press release to suit your particular circumstances. Once you've made the changes, please print it and read it to check that it makes sense.

How to use this press release template

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For Immediate Release

(Insert date)

(INSERT TOWN) FUNDRAISER GETS ON HIS/HER BIKE TO STAND UP TO CANCER

A **(Insert town/city) (insert man/woman/mother/father/ grandfather etc)** is getting into gear to ride **(insert number of miles)** to raise money for a dynamic new fundraising campaign called Stand Up To Cancer.

(Insert name, age) will set out on the **(insert name of route, for example, Coast to Coast)** cycle route from **(insert start location, for example, Whitehaven)** to **(insert end location, for example, Sunderland)** on **(insert date)**.

(Insert he/she/they) is planning to ride **(insert how many miles per day)** and complete the route in **(insert how many days)**.

Stand Up To Cancer is being brought to the UK for the first time by Cancer Research UK and Channel 4. It will unite scientists, celebrities and communities across the UK to generate funds, raise awareness and bring forward the day when all cancers are cured.

One-in-three people in the UK will be diagnosed with cancer at some stage in their lives. Stand Up To Cancer aims to raise money to accelerate groundbreaking research to help more people survive and ensure more families stay together.

Insert fundraising details for example: (Insert your name) has set up a Just Giving page and hopes to raise £500 for Stand Up To Cancer).

Insert a quote explaining your motivation for the challenge and supporting Stand Up To Cancer

For example: John Smith said: "I'm really looking forward to this epic bike ride. I've been training for weeks and can't wait to get going. I believe together if we all Stand Up To Cancer, we will see an end to this devastating disease."

A host of stars from television, music and film are already supporting Stand Up To Cancer including Gwyneth Paltrow, Alan Carr, Davina McCall and Embarrassing Bodies' Dr. Christian Jessen.

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For more information and to get involved visit standuptocancer.org.uk

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Stand Up To Cancer will see stars from television, music and film including Gwyneth Paltrow, Alan Carr, Davina McCall and Embarrassing Bodies' Dr. Christian Jessen come together to galvanise the public in the fight against cancer. The on-air season will build over a whole week on Channel 4, culminating in a live fundraising entertainment extravaganza on Friday October 19.

Press Release Template 3: Fancy dress office party press release for supporters

IMPORTANT! **PLEASE READ AND THEN DELETE THIS BOX**

This is a template press release to help you generate publicity for your **office's fancy dress party**. You need to add your specific details and, where appropriate, change the press release to suit your particular circumstances. Once you've made the changes, please print it and read it to check that it makes sense.

How to use this press release template

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For Immediate Release
(Insert date)

(INSERT TOWN) OFFICE WORKERS HEROIC FUNDRAISING FOR STAND UP TO CANCER

(INSERT TOWN) staff from (Insert name of company/location of office) will be dressed as their favourite superheroes on (Insert date) as they join forces with Cancer Research UK and Channel 4 to Stand Up To Cancer.

(Insert details of fundraising activity)

For example: The men and women, who work together at the call centre, will be dressing like Superman and Wonder Woman for their superheroes themed party, all to raise funds for Stand Up To Cancer.

As well as paying £5 each to dress up as their favourite superhero, they will be holding an office Olympics, a superhero themed quiz and, at the end of the day, a retro disco.

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to generate funds, raise awareness and bring forward the day when all cancers are cured.

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(Insert quote from the event organiser)

For example - Jane Smith, Ready Phones team supervisor and event organiser, said: "We are supporting Stand Up To Cancer because we want to help raise funds for vital research. At **(Insert name of company)** we are calling on everyone in **(Insert area)** to Stand Up To Cancer and raise funds so we can bring forward the day when all cancers are cured."

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