



HOMETOWN PRESS KIT

How to Promote Your Snowarama Event

In support of:



Hosted by:



Media Relations



Thank you for hosting a Snowarama event to support the BC Lions Society for Children with Disabilities and Easter Seals BC/Yukon.

Community papers, local TV stations and radio stations will often promote and cover local community events like Snowarama. This package is designed to help clubs communicate with their local media to generate awareness about Snowarama events. A checklist, sample letters and media releases are provided. Clubs can customize each piece for their Snowarama event based on their activities.

Remember that media outlets are always looking for a good story. The more personal and more genuine emotion you can display in your media releases and contact with the media, the better chance you will have at relating to a reader who can connect with the cause.

If you know of someone in your community who has used Easter Seals House or gone to Easter Seals Camp, ask if they would be willing to get involved in your event and if they are willing to be interviewed by media. Putting a face to the cause could help attract more media attention.

If you would like to find someone in your community to get involved in your Snowarama event please contact Shannon Bernays at Easter Seals BC/Yukon at 1-888-868-2822 or sbernays@eastersealsbcy.ca

In this kit you will find:

- ✧ Media timeline and checklist
- ✧ A page to write down your local media contact information
- ✧ Sample cover letter for a media advisory
- ✧ Sample media advisory
- ✧ Sample cover letter for a media release
- ✧ Sample event release
- ✧ Sample cover letter for a post-event release
- ✧ Sample post-event release
- ✧ Quick Facts about Easter Seals BC/Yukon

Media Timeline and Checklist

ONE MONTH PRIOR

| Done | Task | Notes |
|------|--|-------|
| | Identify which newspapers, radio stations and TV stations you want to send information to. Look up their websites and call them to find out the best way to send media releases to them. | |
| | Send pre- event media advisory and cover letter to community papers, radio station and TV stations. | |

TWO WEEKS PRIOR

| | | |
|--|--|--|
| | Send pre-event media release and cover letter to community papers, radion stations and TV stations | |
| | Follow up the media alert with a phone call | |

ONE WEEK PRIOR

| | | |
|--|---|--|
| | Send pre-event media release and cover letter to community papers, radio stations and TV stations again to remind them about the upcoming event | |
|--|---|--|

DAY OF EVENT

| | | |
|--|---|--|
| | Meet and greet any media that attend your event and help them get the information or photos they need. Be sure to thank them for attending! | |
|--|---|--|

AFTER YOUR EVENT

| | | |
|--|---|--|
| | Send out a post event media release announcing your totals and highlights from the day. Be sure to send newspapers photos from your event that could possibly be used if they choose to cover your story. | |
| | Send a personal thank you note and certificate to anyone who covered your Snowarama event. | |

SAMPLE – PRE-EVENT MEDIA ADVISORY



Date:

To: Community Events Department
Name of Media Organization
Address
City/Town Province PC

Dear INSERT NAME HERE,

Enclosed is a Media Advisory on Snowarama, which is sponsored in (name of town) by the (snowmobile club name). Snowarama is the BC Snowmobile Federation's annual fundraiser to support the BC Lions Society for Children with Disabilities and Easter Seals BC/Yukon.

The event takes place (day of week), (date), beginning at (time). We would appreciate it if your station would promote Snowarama beginning (state a specific date two weeks before your Snowarama date) and continue with the PSA's daily until (date of Snowarama).

We would also like to extend an invitation to (name of media organization) to attend Snowarama. We'll put your company VIP on a snowmobile and give him or her a ride to remember! They may even want to broadcast live on-site, and provide on-air updates on their exciting snowmobile adventure.

Please give me a call at (daytime phone number) if you wish to join our Snowarama ride or require further details on this upcoming event.

Sincerely,

(name)
Snowarama Chairperson
(club name) Snowmobile Club



SAMPLE - PRE-EVENT MEDIA ADVISORY

MEDIA ADVISORY - FOR IMMEDIATE RELEASE

EVENT: Snowarama – a charity snowmobile fundraising event

SPONSORED BY: (Snowmobile club name)

PLACE: (Name of site. Include specific address and directions if appropriate)

DATE AND TIME: (Day of week, date, and time)

REASON: To raise funds for Easter Seals BC/Yukon in support of persons with disabilities

DETAILS:

Snowarama is a family event where snowmobilers young and old rev up their machines for a day on the hills in support of Easter Seals BC/Yukon and the BC Lions Society for Children with Disabilities. The day includes games for the kids, trophy presentations, a hot lunch, and lots of prizes.

For further information on how to become involved in Snowarama, please contact (name), of the (club name) Snowmobile Club at (home phone).

Contact: (name)

Snowarama Chairperson

(snowmobile club name)

(address) (city, province PC)

Phone: (daytime phone), Email: (email address)



SAMPLE – PRE-EVENT MEDIA RELEASE COVER LETTER

Date:

To: Community Events Department
Name of Media Organization
Address
City/Town Province PC

Dear INSERT NAME HERE,

Enclosed is a Media Release on Snowarama, which is sponsored in (name of town) by the (snowmobile club name). Snowarama is the BC Snowmobile Federation's annual fundraiser to support Easter Seals BC/Yukon and the BC Lions Society for Children with Disabilities.

The event takes place (day of week), (date), beginning at (time). We would appreciate it if you would promote Snowarama beginning (state a specific date two weeks before your Snowarama date) and continue until (date of Snowarama).

We would also like to extend an invitation to (name of media organization) to attend Snowarama. We'll put your company VIP on a snowmobile and give him or her a ride to remember. You may even want to broadcast live on-site, and provide on-air updates on your exciting snowmobile adventure. The photo opportunities are endless!

Please give me a call at (daytime phone number) if you wish to join our Snowarama ride or require further details on this upcoming event.

Sincerely,

(name)
Snowarama Chairperson
(Snowmobile club name)



SAMPLE - PRE-EVENT MEDIA RELEASE

FOR IMMEDIATE RELEASE

SNOWMOBILERS RAISE MONEY FOR EASTER SEALS FAMILIES

(City; Date) - The (Snowmobile Club Name) is planning their annual Snowarama on (event date) at (event location) on (event date) benefiting BC Lions Society for Children with Disabilities and Easter Seals in BC/Yukon.

Hundreds of families from all over BC rely on Easter Seals services every year, whether they are staying at Easter Seals House while their loved one receives medical treatment or they are sending their child with a disability to our Easter Seals Camp. Members of the (Snowmobile Club Name) are committed to raising money for this cause because...

(Here is where you can insert a personal story or reason for wanting to support the BC Lions Society for Children with Disabilities and Easter Seals Services.)

The riders agree that nothing beats the exhilaration of jumping on their machines and riding the trails with family and friends for a good cause. (Here is where you can describe your Snowarama event activities. For example - "Some of the day's Snowarama activities include trail rides, poker runs, a hot chili lunch served by the (name) Lions Club, and award presentations.")

Snowarama is the BC Snowmobile Federation's annual fundraiser to support the BC Lions Society for Children with Disabilities and Easter Seals BC/Yukon.

The BC Lions Society for Children with Disabilities operates Easter Seals programs and services for persons with disabilities across British Columbia. These services include Easter Seals House in Vancouver which provide an affordable caring place to stay for parents and children who travel to seek medical treatment. The BC Lions Society for Children with Disabilities also operates the Easter Seals Camp program where each year children and young adults with disabilities attend a week long residential summer camp session. The focus of the camp is to help enable abilities by helping the children learn independence, confidence and skills they need to live happy fulfilling lives. The BC Lions Society for Children with Disabilities and Easter Seals BC/Yukon's services are utilized by hundreds of families throughout BC and the Yukon.

Further information on how to register and where to pick up your pledge forms can be obtained by calling (first and last name of Chairman) at (home phone).

For more information on Easter Seals BC/Yukon please visit www.eastersealsbcy.ca.

Contact: (name)

Snowarama Chairperson

(snowmobile club name)

(address) (city, province PC)

Phone: (daytime phone), Email: (email address)



SAMPLE – POST-EVENT MEDIA RELEASE LETTER

Date:

To: (First and last name of media contact)
(Name of Media Organization)
(Address or Fax Number)
(City/Town, Province, PC)

Dear (first name),

Thank you for promoting Snowarama, which was held (date of Snowarama). Due to your support and that of many other businesses in (your town), the (snowmobile club name) raised \$(amount) for the British Columbia Lions Society for Children with Disabilities and Easter Seals BC/Yukon.

We are sure one of the reasons for the excellent turnout at Snowarama was due in part to the media coverage we received from (name of media organization).

Enclosed you will find a Post-Event Media Alert. We would appreciate it if you could announce this release in an upcoming PSA.

Thank you for your support.

Sincerely,

(name)
Snowarama Chairperson
(snowmobile club name)



SAMPLE - POST-EVENT MEDIA RELEASE



FOR IMMEDIATE RELEASE

LOCAL SNOWMOBILERS RAISE (\$\$) FOR BC'S CHILDREN WITH DISABILITIES

Snowmobilers know how to raise money. And they proved it once again this past weekend as members of the (club name) Snowmobile Club raised \$(amount) during their annual Snowarama fundraising event in support of Easter Seals BC/Yukon and the BC Lions Society for Children with Disabilities.

Spirits were high and the sun was shining on (location of event) as (how many?) snowmobilers entered the all-day ride. The sledders clicked on a combined total of (number) kilometres during the morning trek. *(Here is where you can insert a highlight from your event and describe your Snowarama/Winterfest activities. Mention your top fundraiser or key volunteers, list your prize winners etc)*

Riding in cold temperatures creates a huge appetite. By noon it was time to break for a hot lunch, served by the (name) Lions Club. Soon after, the riders mounted their machines and were back on the hills for more fun.

"This year's heavy snowfall has created smooth and fast trails," commented Snowarama Chairperson, (first and last name). "Some of our dare devil members had to force themselves to slow down."

Snowarama, like the sport of snowmobiling itself, is a family event. Local merchants donated the prizes awarded to Snowarama winners. Awards were given to (list individual names and category won eg. most pledges raised under 16 years, most pledges over 16 years, most hard luck, oldest rider, youngest rider, oldest machine, most spirited team, etc.)

Proceeds from this year's Snowarama will go towards supporting the BC Lions Society for Children with Disabilities and Easter Seals services including Easter Seals House in Vancouver and our Easter Seals Camps. For more information about these services visit www.eastersealsbcy.ca

Contact: (name)
Snowarama Chairperson
(snowmobile club name)
(address) (city, province PC)
Phone: (daytime phone), Email: (email address)



Snowarama



Fast Facts

- ❄ Snowarama is an annual snowmobiling fundraising event, which takes place in communities across BC, in support of BC's children and youth with disabilities.
- ❄ In 2018 BCSF Snowmobile Clubs raised over \$50,000 for the BC Lions Society for Children with Disabilities and Easter Seals BC/Yukon.
- ❄ With the endorsement of the BC Snowmobile Federation (BCSF), member clubs organized their first Snowarama in BC in 1978. The event raised a phenomenal \$63,000.
- ❄ Snowarama combines winter fun and community spirit, as participants collect pledges in support of Easter Seals kids.
- ❄ Many local events provide breakfast, a barbecue, hot chocolate and stops throughout the day to refresh and refuel the committed participants.
- ❄ Funds raised through Snowarama in BC are donated to the BC Lions Society for Children with Disabilities and Easter Seals services. All funds raised by Snowarama snowmobilers in BC remain in this province to assist children and young adults with disabilities.
- ❄ In the early years, Snowarama had an enforced format of a 100-km course. Today there are a variety of formats, from hill climbs to poker runs to 50/50 draws and BBQ's.
- ❄ Snowmobilers in BC have raised over \$4 million for BC children with disabilities since the inception in 1978.

In support of:



Hosted by:



BC Lions Society for Children with Disabilities & Easter Seals BC / Yukon

Fast Facts

- ❄ The BC Lions Society for Children with Disabilities owns and operates Easter Seals Services in BC including the Vancouver Easter Seals House and our Easter Seals Camp.
- ❄ Easter Seals House provides a low cost, caring place to stay for parents and children every night when they must travel from afar to seek medical attention in Vancouver.
- ❄ Every year, Easter Seals House provides over 30,000 bednights to families across BC.
- ❄ Easter Seals Camp is residential week long summer camp for children and young adults with physical and cognitive disabilities between the ages of 6 and 29 years old.
- ❄
- ❄ The cost to send one child to our Easter Seals Camp is \$3,700, but thanks to generous donors and fundraising events like Snowarama, Easter Seals BC/Y is able to send kids to camp each summer for a greatly reduced cost.



Contact us for more information about
Easter Seals Services

Easter Seals BC/Yukon
132 - 328 Wale Road Victoria, BC V9B 0J8

Toll free phone: 1-888-868-2822 email: sbernays@eastersealsbcy.ca

www.eastersealsbcy.ca