

## CHECK-LIST FOR MEDIA

- Make a list of the media (including radio, newspapers, magazines, television, and blogs) you think might be interested in your local story. There are many different outlets that you can approach. Consider both local media, which cover events in your city, and community media, which cover events in your community.
- contact us at [media@bikerally.org](mailto:media@bikerally.org) so we can have a quick discussion about your plan and how we can help
- Send an e-mail or make a quick call to the contact person. For radio and television, it can be the host of the show, but tends to be the producer. For newspapers and blogs, it can be either the journalist/writer or the editor. We have a sample e-mail to help you.
- Try sending media requests on Tuesday and Wednesday mornings. Media will be most receptive then. If you don't get a response in a week, they may have just gotten busy and your email went to the bottom of the pile. Make a follow up call and again describe your participation in the ride. One follow up call is usually enough, if they still don't respond they are likely not interested or may be too busy; we do not recommend doing any more than one.
- If the media would like photos from the ride, we have a few favourites that we recommend or email us with one that you would like to use.

## SAMPLE EMAIL FOR CYCLISTS

Dear [name of contact],

My name is [insert name] and this summer, I will be joining 350 other cyclists in riding from Toronto to Montreal in the Friends For Life Bike Rally, a journey of 600 km over six days, to support a cause I am passionate about: the Toronto People With AIDS Foundation (PWA). The Friends For Life Bike Rally is the second-largest HIV/AIDS fundraiser in Canada and it raised close to \$1,000,000 last year in support of PWA, which provides direct support services to men, women, and children living with HIV/AIDS.

This will be my [insert number] year doing the Bike Rally and I've been in training for the last few months! I'm ready to cycle along the lakeshore during the day, camp across Ontario at night, and to join old friends and make new ones. There are people who come from around the world to do the Rally and I'm proud to represent [your town]. I do the ride because [include why you believe in the cause].

I'd love to talk about my experience getting ready for the Bike Rally and the exciting events that happen on the ride. Please contact me either through email or you can call me

at [phone number]. I'm available from [insert times and dates]. I look forward to hearing from you!

Thanks

[Your name here]

## SAMPLE EMAIL FOR CREW

Dear [name of contact],

My name is [insert name] and this summer, I will be one of the 100 volunteers supporting 350 cyclists this summer in the Friends For Life Bike Rally, a journey of 600 km over six days from Toronto to Montreal, to support a cause I am passionate about: the Toronto People With AIDS Foundation (PWA). The Friends For Life Bike Rally is the second-largest AIDS/HIV fundraiser in Canada and it raised close to \$1,000,000 last year in support of PWA, which provides direct support services to men, women, and children living with HIV/AIDS.

This will be my [insert number] year doing the Bike Rally. As a member of the crew, I am raising funds for PWA and will be supporting the cyclists and crew for the entire week as we make our way to Montreal. We spend half the year preparing for this ride and I'm proud to represent [your town]. I do this event because [include why you believe in the cause].

I'd love to talk about my experience getting ready for the Bike Rally and the exciting events that happen on the ride. Please contact me either through email or you can call me at [phone number]. I'm available from [insert times and dates]. I look forward to hearing from you!

Thanks

[Your name here]

## MEDIA GUIDELINES

- The Co Chairs are the only official spokespeople for the ride. We do encourage you to speak about your personal experiences either on the ride or why you are participating in the ride. If there are any questions that go beyond your involvement in the ride (for example, about people living with HIV/AIDS or PWA) or you feel uncomfortable answering, tell the reporter that you will arrange for a follow up call from PWA or a Co Chair and contact [media@bikerally.org](mailto:media@bikerally.org).

- If you don't know the answer to a question, say, "I'm not sure, let me get back to you," and contact us at [media@bikerally.org](mailto:media@bikerally.org) and we'll help.

- Mention your fundraising efforts, as part of this is to help you reach your minimum. If you've held any creative fundraisers and have a good anecdote, share it!

- Think about why you are doing the ride and have a clear answer, because they will definitely ask you why you are doing this! For cyclists, do talk about any cycling you may have done in your area, as it provides a local or community link that makes the story more relevant for the outlet.