



Row for the Cure®

**Portland, Seattle, Philadelphia, San Diego, Salt Lake City, Austin,
Jacksonville, Grand Rapids, Dayton, Westerville, Frankfurt**
Benefiting local affiliates of the Susan G. Komen Breast Cancer Foundation

c/o Name of Your Host Club
Address of Your Club
City, State, Zip of Your Club
Local Phone and e-mail of Your Club

Public Relations Kit for Your Row for the Cure®

Simple steps to help editors and reporters at your hometown newspaper cover your Row for the Cure®

One Month Prior to Event

1. Identify interesting stories for your Row for the Cure® i.e. large number of local participants, unique participant stories, high profile participants, etc.
2. Draft a press release announcing your Row for the Cure® (www.rowforthecure.com/portlandnews1.htm). Your press release should be no more than two pages in length
3. Identify editors and writers at your hometown newspaper who you would like to contact to cover Row for the Cure®
Example: Mercer Island Reporter
 - Go to www.mi-reporter.com
 - Select either “about us” or “contact us” section – usually near the bottom of the home page
 - Editor and reporter contact information is usually listed in the “about us” or “contact us” section or “newsroom contacts”
4. Send press release via **e-mail only** to “sports” and “local” editors of your hometown paper
5. Send press release to “events calendar” of your hometown paper
6. Follow-up with a phone call to the editor of the “sports” and “local” sections to tell them about the story and ask for their coverage

Three / Two Weeks Prior to Event

1. Follow-up with targeted editors and reporters

One Week Prior to Event

1. Identify photo editors at your hometown newspaper (also located in “about us” or “contact us” section)
2. Resend press release in simplified “Media Alert” format to photo editors of local newspapers with “Photo Alert” in the subject line
3. Follow-up with photo editors via phone to invite them to cover the event

Day of Event

1. Provide a designated “media escort” to help attending media members and photographers find the best story
2. Provide a “media launch” for photographers to follow the race
3. Have copies of your news release at a location designed “media” at your event
4. Produce an event follow-up news release (www.rowforthecure.com/portlandnews2.htm) that includes results and winners. This should be e-mailed to the same list that received your initial list along with any reporters attending the event. To meet daily deadlines, make sure that you news release is received by 5pm of the day of your event to make deadlines for dailies

About Row for the Cure®

Row for the Cure® (www.RowForTheCure.com) regattas are third-party events benefiting local affiliates of the Susan G. Komen Breast Cancer Foundation. Since the regatta’s inception in 1994 on Portland’s Willamette River, Row for the Cure® has expanded to ten U.S. cities, raising over \$430,000 in the fight to eradicate breast cancer as a life threatening disease.

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