Getting local media involved

How do you get local media behind your day? Here are three suggestions and recommended timings to create a media buzz prior to your event. If you need assistance, please email the McGrath Foundations team and we can point you in the right direction: pinkstumpsday@mcgrathfoundation.com.au.

|  |  |
| --- | --- |
| **WHEN TO CONTACT MEDIA** | **REASON FOR CONTACTING MEDIA** |
| 3-4 weeks before event | * Send an alert to the editor of your local paper to include your Pink Stumps Day event in their ’What’s on‘ or ’Community Diary‘ section.
* Make sure you include all the relevant details of the event including date, time, what to wear, what to bring etc.
 |
| 1-2 weeks before event | * Send an alert to the editor of your local paper to excite and encourage people from your community to attend your Pink Stumps Day event.
* Encourage your local paper to attend your event.
* Make sure you include all the relevant details of the event including date, time, what to wear, what to bring etc.
 |
| Thank you – Post event | * It’s important to thank your community for supporting your Pink Stumps Day event.
* Make sure you include the amount raised as well as any high-quality images that were taken on the day.
 |

**TEMPLATE MEDIA ALERT – THREE WEEKS BEFORE THE EVENT**

**JOIN <YOUR TEAM NAME> PINK STUMPS DAY – BRINGING THE MAGIC OF THE PINK TEST INTO <YOUR COMMUNITY>**

<Insert today’s date>: <insert team name> will step up to the crease, showing off their cricket skills to raise money for the McGrath Foundation and make a real difference to Australian families experiencing breast cancer. This year’s theme is ‘GET OUT’ for 120 more nurses, with the aim of raising the money needed to place 120 more McGrath Breast Care Nurses in communities across Australia.

 <Insert details, e.g. pink cricket match> on <insert date>.

Pink Stumps Day provides an opportunity for our local community to participate in the spirit, energy and international phenomenon of the Pink Test. By bringing the magic home it raises vital funds to make life for families experiencing breast cancer just that little bit easier.

<Insert spokesperson’s name e.g. John Smith> from <insert team name e.g. Calloway Cricket Club> said <insert quote from team spokesperson>.

<Insert team name> would love <insert local publication> help in encouraging the local community to attend Pink Stumps Day, wear pink and to get involved in the fundraising activities such as <insert fundraising activity> - it’s going to be so much fun!

For more information about Pink Stumps Day or the McGrath Foundation, visit [www.pinkstumpsday.com.au](http://www.pinkstumpsday.com.au) or [www.mcgrathfoundation.com.au](http://www.mcgrathfoundation.com.au)

|  |  |
| --- | --- |
| **Date:** | <Insert date> |
| **Time:** | <Insert time> |
| **Where:** | <Insert location/address> |
| **Requirements for attendance:** | Wear pink on the day and have some cash on hand to donate to the McGrath Foundation!  |
| **For more information, contact:**  | <Insert contact name and phone number> |

**- Ends -**

**For further information, please contact:**

Gemma Davies, McGrath Foundation Media Officer, +61 2 8962 6105 gemma@mcgrathfoundation.com.au

**About the McGrath Foundation**

The McGrath Foundation started with Jane and Glenn McGrath’s very public experience with breast cancer, and has become one of Australia’s most recognised and respected charities. Some years after Jane’s initial diagnosis, her cancer returned. This time, she had a breast care nurse, who both empowered and comforted her, and the entire family. This experience set the mission for the Foundation, which has become an enduring commitment to support thousands of women and men every day, no matter where they live – for free.

We raise funds to place McGrath Breast Care Nurses in communities across Australia and increase understanding about breast health.

While more than 75,000 families have been supported by 135 McGrath Breast Care Nurses, there’s still a lot more to do to reach every family going through breast cancer. We rely on the heartfelt support received from all over Australia –the public, corporate partners and government. They help by donating, hosting or attending events, or purchasing McGrath Foundation merchandise, which helps us continue Jane’s legacy and achieve our mission.

Together, we can make a difference.

To make a donation to the McGrath Foundation, please visit www.mcgrathfoundation.com.au.

**TEMPLATE MEDIA RELEASE – SEND OUT ONE WEEK BEFORE THE EVENT**

**<INSERT TEAM NAME> ARE ‘GETTING OUT’ FOR 120 MORE MCGRATH BREAST CARE NURSES FOR PINK STUMPS DAY**

<Insert date>: <insert team name> are participating in the spirit, energy and international phenomenon of the Pink Test by bringing the magic home on Pink Stumps Day. And for once, it will be good to get out, as they aim to ‘GET OUT’ for 120 more McGrath Breast Care Nurses in communities across Australia.

The Pink Stumps Day will take place on <insert date> and the team will be hosting a <insert details, e.g. pink cricket match>

Pink Stumps Day provides an opportunity for teams, businesses, friends, families and anyone in between to have fun playing cricket while raising money to fund McGrath Breast Care Nurses in communities across Australia, and to increase breast awareness in young people.

McGrath Foundation Ambassador and Director, Tracy Bevan, said “Pink Stumps Day plays a vital role in achieving the Foundation’s mission of ensuring every family experiencing breast cancer has access to a McGrath Breast Care Nurse, no matter where they live or their financial situation.

“Our McGrath Breast Care Nurses are at the heart of what we do at the Foundation. They’ve supported over 75,000 families experiencing breast cancer. We’re encouraging everyone to step up to the crease and make each run count by getting behind Pink Stumps Day to help make this our biggest and pinkest yet.”

 <Insert spokesperson’s name e.g. John Smith> from <insert team name e.g. Calloway Cricket Club> said <insert quote from team spokesperson>.

<Insert team name> is inviting friends, family and the local community to join them for Pink Stumps Day on <Enter date> and get involved with lots of fun activities.

For more information about Pink Stumps Day or the McGrath Foundation, visit [www.mcgrathfoundation.com.au](http://www.mcgrathfoundation.com.au).

|  |  |
| --- | --- |
| **Date:** | <Insert date> |
| **Time:** | <Insert time> |
| **Where:** | <Insert location/address> |
| **Requirements for attendance:** | Wear pink on the day and have some cash on hand to donate to the McGrath Foundation!  |
| **For more information, contact:**  | <Insert contact name and phone number> |

**- Ends -**

**For further information, please contact:**

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**TEMPLATE THANK YOU MEDIA RELEASE – SEND OUT AFTER THE EVENT**

**THE PINK TEST MAGIC CAME TO <INSERT COMMUNITY NAME> - <INSERT TEAM NAME> THANKS <COMMUNITY> FOR PINK STUMPS DAY SUPPORT**

<Insert team name>held theirPink Stumps Day on the <insert date> and thank the local community for their support on what was a fun and successful day.

<Insert team name> raised <$xxxx amount> for the McGrath Foundation, with <the ground going pink, bbqs, cupcake stand, etc.> all adding to the pink festivities.

McGrath Foundation Ambassador and Director, Tracy Bevan, said “This Pink Stumps Day and others like it throughout Australia play a vital role in achieving the Foundation’s mission of ensuring every family experiencing breast cancer has access to a McGrath Breast Care Nurse, no matter where they live or their financial situation.

“Our 135 McGrath Breast Care Nurses are at the heart of what we do at the Foundation. They’ve helped to support over 75,000 families in Australia experiencing breast cancer. We thank everyone who stepped up to the crease and made each run count by getting behind the McGrath Foundation.”

 <Insert spokesperson’s name e.g. John Smith> from <insert team name e.g. Calloway Cricket Club> said <insert quote from team spokesperson>.

For more information about Pink Stumps Day or the McGrath Foundation, visit [www.mcgrathfoundation.com.au](http://www.mcgrathfoundation.com.au).

**- Ends -**

**For further information, please contact:**

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Please insert your local organisers contact details xxxx.

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