

Getting publicity for
your event



WSPA

World Society for the Protection of Animals

If you are fundraising or taking part in a sponsored event, getting publicity in local media will help attract the crowds and raise money and awareness.

Before the event

- Try to get a local celebrity, MP or Mayor involved.
- Contact the newsdesk of your local newspaper or radio station in advance of the event, let them know the 5Ws – Who, What, Where, When and Where.
- Send a news release with a picture, or offer a pre-event photo opportunity to help them publicise the event in advance and give people the opportunity to sponsor you or make donations.
- Ask for your event to feature in any free listings or ‘What’s On’ sections of local papers or council websites.
- Display posters in local shops, pubs, libraries, at work and anywhere else you can think of.
- Tell everyone you know about the event and ask them to tell everyone they know.

On the day

- Hand out flyers to people walking by
- Make time for an interesting photo opportunity for journalists or take pictures yourself.

After the event

- Let the media know how much money you raised so they can write a follow up and send them pictures if they did not actually attend the event.

Use this sample press release to help you write your own. Make sure you include all the details of the event but keep it to one page maximum. Include the 5Ws – who what, why, where and when. Once you have sent your release off to local newspapers, radio stations and TV channels follow it up a couple of days later with a telephone call.

(Date)

News release

Raising money for orphaned bears

On (date of event), (your name) from (town/city) will take part in a (what the event is) to raise money for the World Society for the Protection of Animals (WSPA).

(The first paragraph should be no longer than 2 sentences and should summarise all the main points)

The (your age or occupation) is taking part in the event to raise money for the charity's Liberty Campaign that helps to save the world's bears.

(Your name) said, "I've never done anything like this before but I am looking forward to it as a personal challenge and a way to raise money for a great cause."

(Include a quote from yourself or someone involved in the event. You can also ask WSPA for a quote about your fundraising. Interesting facts or figures would also add interest.)

To sponsor (your name) in his hairy feat for bears contact him on (your contact details). People can also donate money directly to WSPA's Liberty campaign by visiting www.wspa.org.uk

WSPA is recognised by the United Nations (UN) and works to raise the standards of animal welfare throughout the world. As the world's leading international federation of animal welfare organisations, WSPA develops campaigns and projects in partnership with more than 500 member societies in over 120 countries.

For further information contact: (Give your contact details if you are happy for them to be published, this will make it easier for people to find out more or make a donation.)

WSPA's work

It is hard to sum up in a couple of sentences what WSPA does. We work with 557 animal welfare member societies in over 130 countries. Our work ranges from campaigning against bullfighting in Spain to providing mobile veterinary clinics in the Amazon for domestic and working animals who otherwise would have no access to veterinary treatment.

Because our work is so diverse we have written a case study that you can use as an example of WSPA's work when you are talking to the public or the media. You can find other examples of WSPA's work at www.wspa.org.uk

Case study:

Libearty

WSPA launched Libearty, the world campaign for bears, in 1992 in order to expose the misery, torture and abuse of bears that takes place around the world.

In the past ten years WSPA's Libearty campaign has established bear sanctuaries in eight countries. Whether they are home for former dancing bears, bears used in bear baiting, or bears orphaned by hunting, they play a key role in ending the persecution of these magnificent animals.

In March 2005 WSPA was instrumental in persuading the Vietnamese Government to phase out bear farming. This could be the beginning of the end for the bear farming industry, as the only other countries that still tolerate this form of cruelty are China and Korea. WSPA will continue to put pressure on these countries to stop too.

What is bear dancing? – bears are taken from the wild and 'trained' to dance for tourists. The standard method of training involves forcing a thick iron ring through the nose, which causes considerable pain when yanked. The bears 'dance' in an attempt to avoid the pain. Alternatively, music is played whilst the bear stands on hot plates, it will dance to stop being burnt. It will then dance whenever it hears music.

What is bear baiting? – Bear baiting, which occurs only in Pakistan, was introduced by the British hundreds of years ago. It is possibly the world's most savage blood sport. Having had their teeth and claws removed, Asiatic black bears are tied to a post and set-upon by specially trained pit bull terriers.

What is bear bile farming – In China and Korea bears are farmed for their bile, which is used in Traditional Chinese Medicine. The bears are kept in tiny cages. Abnormal, stereotypic behaviour – a recognised sign of distress - is common. The bears are milked twice a day for their bile, through an open wound in their stomachs. This agonising process causes severe distress. This practice continues even though there are well known alternatives to bear bile.