

Media Release Tips & Template

1. Every event should have a media release. It can expose your race to thousands of people at no charge. Even nav clinics if you know you will have room for more attendees.
2. Gather emails for local/regional media. Do an online search for all media outlets in your area. Grab emails for general newsroom, on-air personalities and reporters.
3. Write a media release.
 - a. Cover the what, when, and where right away. The subject line and headline should grab their attention.
 - b. Describe the how and the why next. Explain the race format, the benefits of participating, how to prepare (e.g., free nav clinic), etc.
 - c. Offer a "hook" that makes the event worthy of coverage. Include a human interest story (email your early registrants or those you know are racing and ask if they have something interesting to share) or talk about why your event is unique (e.g., compare it to OCR/mud runs, describe its wilderness or Amazing Race type challenges). Include quotes from racers or yourself.
 - d. Provide contact info. Consider posting your photos to an online site like Flickr so media can view and grab what they want. If you have video, post on YouTube so they can grab as "b-roll".
 - e. Keep it short. One page max.
 - f. Confirm the key facts are there. Have multiple people read/proofread it.
 - g. Lots of additional tips online if you need more help.
4. Email the release after you open registration. Send the text in the body of an email, never as an attachment. Personalize each email if you have time. Follow up with key media contacts.
5. One to two weeks before the event, email the media release again. Include any updated info such as the number of attendees or new sponsors. Make sure you send it so that there's enough time for people to still register.

Media Release

Contact:

(Name)

(role, company)

(email)

(phone)

FOR IMMEDIATE RELEASE.

(provide links to existing promotional or race photos or video on YouTube, Flickr, etc. if any)

Learn How to Be an Eco Challenge Racer or Amazing Racer!

If you've gotten hooked on the recent Eco Challenge series on Amazon Prime or love watching the Amazing Race, you can experience the thrill of map reading, hunting for checkpoints and navigating through woods right here in (area). (group name) is holding a Navigation/Adventure Racing Clinic on (date) at (location). (website/facebook event link).

This clinic is a great way to get ready for a navigation-based/adventure race or if you just want to learn! You'll discover just what the heck an adventure race is (no, it's not an obstacle race or mud run), what gear you'll need, how to work as a team (it's a team sport!), tips on how to train as well as race day advice. You'll learn how to read a topographic map and orienteer, which means using a compass with a map and taking a bearing to get from where you are to where you want to go. While taking a bearing with a compass is really easy to learn, navigating to a checkpoint hidden in the woods, is challenging in real-life... but fun. This clinic will provide lots of useful strategies and tips to give you confidence and help you improve.

After x minutes of "classroom" instruction, we'll head out with our compass and map and practice in small groups. Bring a "baseplate" or sighting compass (see the website or Facebook event page for an example). If you can't get one, contact us. Wear long pants or at least long socks and bring some water.

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