



## This summer, lead the fight against diabetes

Support the Canadian Diabetes Association in your community

### MEDIA TIPS

1. Be brief. Limit your media release to one page. Many journalists will not read past the first paragraph.
2. For local media, call the journalist before you send the media release to let them know it's coming. After sending the release, call them back to follow up.
3. For larger media, call the assignment desk before submitting your media release. Identify yourself as not being a publicity/media professional and ask who you should contact about your event.
4. Do not call the media or submit your media release until all the details of your event have been confirmed. Journalists have tight deadlines and will require all your materials to be ready when you contact them.
5. The media release's function is to communicate the who, what, when, where, and why of your event. Make sure the facts are very clear.

### MEDIA RELEASE HOW TO'S

A media release always begins with a title, followed by the location of the event and the date of the media release AND NOT the date of the event. Keep the title factual – state what the event is. This is for the journalists, so they can quickly understand what the release is about. Include a description of your event and why you are holding it. Follow it up with some quick facts about your event and some important points about diabetes. Be sure to include a contact name, phone number and email address for your release, so the journalist knows who to contact for further details about the event.



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## MEDIA RELEASE TEMPLATE

Below is a sample media release for a Diabetes Summer Surge event.

### *For Immediate Release*

#### **Diabetes Summer Surge: Riverdale Chilifest**

*TORONTO, ONTARIO (May 25, 2010)* – Torontonians are invited to bring their appetites and their cowboy hats to the Riverdale Chilifest, a part of the Diabetes Summer Surge fundraiser in support of the Canadian Diabetes Association.

With a \$20 admission, the Riverdale Chilifest offers 15 competing chili entrées to savour in addition to southwestern games and prizes for guests of all ages.

Children can enjoy face painting, an outdoor maze and free admission!

#### **Quick Facts**

**What:** Diabetes Summer Surge: Riverdale Chilifest

**When:** June 21, 2010 with festivities beginning at 1:00 p.m. and chili served at 2:00 p.m.

**Who:** 15 Toronto chili chefs compete to win the chili crown. Celebrity chefs include Jake Rosenthal from Delectable Steak House and Sarah Johnson from Juicy.

**Where:** Withrow Park, Toronto  
725 Logan Avenue (just south of Danforth Avenue)

#### **What is the Diabetes Summer Surge?**

Launched for a second year by the Canadian Diabetes Association, the Diabetes Summer Surge is a coast-to-coast movement to help lead the fight against diabetes in Canada. Individuals can take action in their community by hosting a fundraising event (real or virtual), supporting an existing event or making a personal donation all while spreading the word to friends and family. By joining the Diabetes Summer Surge, participants can launch a pre-emptive strike and help stop the growing diabetes epidemic.

#### **Facts about diabetes in Canada**

- Presently, more than 3 million Canadians are living with diabetes and a further 6 million Canadians have prediabetes. Each and every day, another 480 Canadians are diagnosed with the disease.
- This summer alone, more than 43,000 Canadians will be diagnosed with diabetes and may see their life expectancy reduced by as much as 15 years.
- The cost of diabetes has doubled over the past decade to \$12.2 billion and will continue to escalate over the next decade by an additional \$4.7 billion.

#### **For further information about the Riverdale Chilifest, please contact:**

Your Host, Tel: (416) 555-5555, Email: [yourhost@rogers.com](mailto:yourhost@rogers.com)