



Client: A sustainable living and sustainable food not-for-profit

Project: Event launch

Objective: Have 1000 people attend the event

Client Specifications

Prepare a media release that will garner exposure for the event.

Business Challenge

As an entirely new event there wasn't an existing fan base to advertise to. The event was designed to educate sustainable-living beginners so the event couldn't be targeted at groups of people who were already implementing sustainable-living practices.

Solution

Solution proposed

Performance

The media release was published in a number of prominent local magazines and newspapers. The media contact also secured a radio spot on a prominent local radio station and was interviewed by the 'good food guide' columnist of the biggest local newspaper.

Sample

Heading: Inaugural ACT Permaculture Festival to Raise the Profile of Permaculture and Sustainable Living in the ACT and Southeast NSW

Body: Those interested in living more sustainably will have a unique opportunity to learn from the best sustainable living groups in the Capital Region at the free inaugural ACT Permaculture Festival. ...

With a theme of 'connectivity', the 2018 ACT Permaculture Festival will bring together sustainability, organic gardening, food-producing, and health and wellbeing groups to share their stories and inspiration with the public. "There's no other event in the Capital Region like this one, where Canberrans can learn directly from a range of experienced sustainable-living and permaculture groups," Minister Rattenbury said. ...

This is an exciting event that will celebrate the joys and benefits of growing and eating your own and locally-produced food. With a variety of produce and information stalls, workshops, demonstrations, music and kids activities, there'll be something for everyone at the festival.

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Kelly's media release was instrumental in achieving our attendance goals. We would recommend Kelly towards any endeavour.

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Experience and Certifications

- Inbound Certified (HubSpot Academy)
- I have produced media releases for a wide range of clients from not-for-profits to B2B financial services providers to Parliamentary Secretaries and Federal Ministers