



Hometown Press Releases - Instructions

Thank you for joining **The Ride to Conquer Cancer®** benefiting the **Alberta Cancer Foundation** presented by **Evraz**.

During the next few months, you will reach out to friends, family, and colleagues for donations. You will also train and talk about your drive and commitment to fight cancer with many other people. These conversations will lend as much to conquering cancer as fundraising. We believe that raising awareness of breakthrough research and new cancer therapies at the Alberta Cancer Foundation is just as important as raising money because it is a constant reminder of the importance of this conquest.

The media has been incredibly supportive of the Alberta Cancer Foundation and its vision of world free from cancer. They have also shown an interest in The Ride to Conquer Cancer, its Riders, the Ambassadors, and the powerful impact this event is having on the disease. That is why we have created the “Hometown Press Release” for you to personalize and send to your local paper. From our experience, local papers are interested in hearing and possibly printing your story because you are doing something to conquer cancer, which affects many of their readers.

You will find two templates of a *press release* attached for you to use. It describes the Ride briefly, and gives the media (and thus, its readers) a means to contact the Ride to Conquer Cancer, should they be interested in participating, volunteering, or donating to you to support the conquest. Pick your favourite one, and put in your specific reasons for riding, which is what will interest readers most. We hope that many readers will hear your story and be compelled to support you and your epic journey. Remember that media space and time is limited, so it is important to keep your personal story brief - a few paragraphs will do - so that everything can be included.

Once you have filled out the *press release* of your choice, email or fax it to the news desks of your local papers.

For further assistance, please email Rachel Kellogg at rkellogg@conquercancer.ca.

When your story is picked up by the media, please let Rachel know so that she may retrieve a copy of the published article.

Thank you for your ongoing support,

The Ride to Conquer Cancer® benefiting the Alberta Cancer Foundation presented by Evraz