

Getting publicity for your Snowdon challenge

Local press

Local publicity is an invaluable way of helping to raise awareness both of this event and the Prostate Cancer Research Centre (PCRC). This in turn will help to raise awareness of prostate cancer. If you're taking part in Snowdon 500 it's always worth getting in touch with your local papers and radio stations and telling them all about it.

Before you dash to pick up the phone, however, it might be an idea to write down what you want to say about the event and your reason for taking part beforehand. This will usually take the form of a press release (see 'guide to writing a press release and samples below).

Therefore, when you do speak to a journalist you will have all the information you need to hand and will be in a position to follow up your phone conversation with the quick despatch of your press release to the journalist concerned. This will not only impress the journalist but will make their job easier and therefore make the story more likely to get covered!

Guide to writing a press release

- Think up a catchy title
- Put 'For Immediate Release' at the top and the date
- Explain **Who** you are – your name, age and where you live – **Why** you are doing the event, **What** it involves, **When** it is taking place, **Where** it is taking place and **How** you are going about it
- Include your contact details so that readers or listeners can contact you for additional information or to sponsor you
- If you're sending your press release to your local radio station let them know your availability to do an interview
- Include contact details of the PCRC – others may wish to sign up for the event or make a donation to the charity
- Include some facts and figures about prostate cancer and the symptoms (see 'notes to editors' in samples attached)
- Personalise it – include a quote from yourself about why you are raising money for the Prostate Cancer Research Centre – in memory of a friend or relative who has had prostate cancer etc.
- Include your expectations of the event, such as how much money you hope to raise
- Include a quote from the charity – give Paul Bennett of PCRC a call on 020 7679 9366 for assistance with this
- Use one and a half line spacing
- When you have finished your press release add the 'notes to editor' bit providing information about the PCRC and facts and figures about prostate cancer (see sample press release attached).

Contacting local press

Make a list of local papers (including freebie ones) and local radio stations. Give them a call and ask for the newsdesk or editorial team. Once you have got through say:

"I have a good local story to tell you, is now a good time?" If it is then go ahead. If they ask you to call back find out when the most convenient time would be for you to do so and get their direct line.

At the end of the call get their address or email and offer to post/email your ready prepared press release straight off to them.

For daily papers it's best to call after 11am and before 3.30pm. For weekly papers just make sure you don't call the day before they go to press.

Tips for radio interviews

Ask the presenter what question they are going to ask first. This will help you prepare. Write down three main points you wish to get across and make sure you stick to these during the interview as much as possible – you will only have a short amount of time on air.

During the interview keep sentences short and sweet, speak slowly and clearly and avoid jargon. Remember to say why you are raising money for prostate cancer and PCRC and if possible quote the Snowdon 500 web site www.snowdon500.co.uk (or just google on Snowdon 500)

Help!

If you need any help finding names and numbers of your local media or any other advice/quotes call Paul Bennett in the PCRC on: 020 7679 9366.

Sample press release

For immediate release
Insert date

Fred and Marie Bloggs aim high for prostate cancer

Fred and Marie Bloggs from Swakeleys Road, Ickenham, are taking on quite a challenge in May when they set off for the summit of Mount Snowdon to raise money for the Prostate Cancer Research Centre (PCRC) in London.

The couple will be part of a group of around 500 people taking part in one of the biggest sponsored walks up Snowdon ever to take place. Fred and Marie will be joined by their daughters Joanne, aged 23, and Sharon, aged 25.

Fred was diagnosed with prostate cancer in 2005. He said: "the news came as the biggest shock of my life." However, because his cancer was caught early the prognosis was good. Fred said: "I was treated with radiotherapy and the cancer is now in remission and I am happy to say I am fit and well again."

The family decided to take part in the challenge to help make a difference to future generations of men diagnosed with the disease. "I was very fortunate that my cancer was diagnosed early but many men are not so fortunate. It's a difficult cancer to treat if it has advanced. Many people don't realise that prostate cancer is the second highest cause of death for men in the UK. I hope that by raising funds for scientific research centres such as the PCRC there will soon be a cure for this cancer."

In the weeks leading up to the challenge Fred and his wife and daughters have been busy getting fit. Marie said: "We're looking forward to the challenge. It will be good fun and it's a great excuse to get into shape!"

The challenge is taking place on 17 May 2008. Places are still available. To sign up go to www.snowdon500.co.uk where you can download a registration form, or call the PCRC on: 020 7679 9366. To have a chat with the event organiser call Matt on: 07769 622674

The family are hoping to raise more than £1,000 between them. If you want to sponsor them please go to www.snowdon500.co.uk and follow instructions provided.

- Ends -

Notes to editors

The Prostate Cancer Research Centre

The Prostate Cancer Research Centre (PCRC) is a registered charity based at the Institute of Urology at University College London. The work of the PCRC is known and respected internationally and its researchers acknowledged to be carrying out some of the best research work in the world in their field.

PCRC scientists are working to:

- understand the development of prostate cancer
- manage prostate cancer
- treat prostate cancer

Facts about prostate cancer

- prostate cancer is the most frequently diagnosed cancer in men
- men aged 50 or over have a 1 in 11 chance of contracting prostate cancer
- each year more than 30,000 men are diagnosed with the disease and more than 10,000 men die of it
- prostate cancer grows slowly and is quite resistant to chemotherapy
- survival rates have not improved as they have for some other cancers
- if prostate cancer is contained within the prostate gland it can be cured. Once it spreads to other parts of the body it is difficult to treat

- prostate cancer is rare in men under 45 but given enough time almost every man will develop this condition

Free booklet about prostate cancer

A new booklet *Treating Prostate Cancer Questions and Answers* is now available from the PCRC. To request a copy phone 020 7679 9366, email info@prostate-cancer-research.org.uk or go to <http://www.prostate-cancer-research.org.uk/>

Press office

You can contact Claire Hallam in the PCRC press office on: 020 7679 9595 during office hours or on the following mobile number: 07766662530 out of office hours.

Sample press release

For immediate release
Insert date

Biggin Hill rugby players tackle peak for prostate cancer

Twelve rugby players from Biggin Hill Rugby Club in Kent are in training for a different sort of field event in May involving an ascent of Snowdon in aid of prostate cancer.

The team decided to do the challenge after one of their longest serving members was diagnosed with the disease last year.

Alan Cudlow, the team leader said: "We do a charitable event every year and this year we chose to raise money for the Prostate Cancer Research Centre in London after our long-time supporter Tony Gilmore told us he had prostate cancer. Tony suggested we raise money for the PCRC because they're doing ground breaking research work to try to find a cure. It's a worthwhile cause and one we're very proud to be supporting."

Tony, who has since been successfully treated for the condition said: "It's been a traumatic year for me but I am very relieved to have come through and to be back at the club enjoying the lads playing rugby again. The club has supported me the whole way through and have really come up trumps by taking up this challenge."

The players will join hundreds of others taking part in the climb later in the year. Alan said: "We love a physical challenge and we're looking forward to a great day out in and some beautiful countryside. Hopefully we'll manage to raise a substantial amount of money for prostate cancer research too."

If you would like to sponsor the team please go to www.snowdon500.co.uk and follow the instructions provided.

There are still places available on the day. To sign up for the event go to www.snowdon500.co.uk and download a registration form, or call the PCRC on: 020 7679 9366. For more information call the event organiser Matt on: 07769 622674.

- **Ends** -

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