

## 2010 VEMS Media Release Instructions

### I. Instructions for using the VEMS Announce Release:

(attached and on VEMS website on event director's page)

Please send this release ASAP to your existing mailing list. **When you get bounce backs, call these media and update your media list. Then re-send to new/corrected names.**

### II. Instructions for use of pre-event VEMS news release template:

(attached and on the VEMS website on the Event Director's page)

1. Please use this release either in early December and/or early January but after you have sent out the VEMS Announce release and updated your media lists. It's fine to use it twice, though you might want to change the headline and lead sentence if you have had developments regarding your event. For example, send the release out now, then in January, you might want to lead off with: "Ten teams have already signed up to challenge the mountain, challenge themselves, and change lives for people with multiple sclerosis!" Then adjust the copy accordingly.
2. Please insert your name and contact info, the event's name, date, and local sponsors where designated. Proof carefully to see that all "blanks" have been filled in accurately.
3. If you are e-mailing the release, I suggest copying and pasting it into the body of the e-mail. You'll lose the logo but it won't get caught in spam blockers nearly so easily.
4. If you are printing it and disseminating it, the black/white format will save money.
5. If you have a different quote from a local person who has been through Can Do MS's CAN DO<sup>®</sup> Program and you think that is more compelling because it adds a local angle, by all means, use that instead.
6. Try to keep the release to one page or less.

### III. Instructions for use of VEMS Post Event Release template:

(attached and on the VEMS website on the Event Director's page)

1. Please use this release in the week following your event. While I did not include a dollar figure for funds raised, you may include this if you have it at the time of release.
2. Please insert your name and contact info, the event's name, date, and local sponsors where designated. Proof carefully to see that all "blanks" have been filled in accurately.
3. If you are e-mailing the release, I suggest copying and pasting it into the body of the e-mail. You'll lose the logo but it won't get caught in spam blockers nearly so easily.
4. If you are printing it and disseminating it, the black/white format will save money.
5. Try to keep the release to one page or less.