

RICK HALL PR

Media Contact Agent

E-PORTFOLIO v3

LAUNCH OF APPLECHECK PROGRAM

Learned some things at our recent launch of the AppleCheck program of client Canadian Feed The Children.

START >



THE KIDS

Any media event where children can legitimately be involved should always include lots of kids. The photo ops come naturally, and kids give news photographers and videographers alike lots to work with. Here, kids from summer camp were included in the September 2, 2005 launch of the AppleCheck program, where the CFTF will distribute 3 million apples to school kids in the GTA. The kids were featured in media coverage that spanned the Toronto Sun to Omni TV, hitting the target audience on the head!



PUBLIC FIGURES

Any time you can involve public figures in events, it usually pays media coverage dividends. Councillor Olivia Chow, “Child Advocate” for the City of Toronto, was a strong draw for Toronto media, particularly the Ethnic media, which serves an important segment of the client’s prime target audience. Jennifer Low, food editor at House and Home magazine and author of a new kid's cookbook lent significant credibility to the program as a respected authority on the topic. Other speakers included sponsor rep Jamie Ziegel, vice president and national director, Investment & Financial Services, Royal LePage and Master of Ceremonies, Sheila McCarthy, Stratford actress and charity spokesperson.



PHOTOGRAPHY

It's always good practice to issue a photo over the private news wires of any media event. The major dailies might not pick it up, but invariably these photos find their way into the vertical media. This photo, representing the program, the school buses which deliver the apples, and city hall as the symbol of the GTA, was distributed to media across the city. Coverage conducted from the event included lead media such as CFRB, the Toronto Sun and ethnic press including OMNI Television.

CONTACT

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Thank you for taking the time to view this media relations e-portfolio.

For further information, or if you would like to view a complete corporate communications, media relations, analyst relations, strategic planning, event planning, corporate sponsorship portfolio, please contact Rick Hall at info@rickhallpr.com

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