



National Ride2School Day

12. Contacting local media

You can identify your school as healthy, environmentally aware and bicycle friendly by promoting your National Ride2School Day through your local media.

We have a generic media release online for you to send to your local paper or use as a basis for your own media release.

Following up the release with your local paper's editor / journalist is crucial to getting any chance of coverage. Once you have posted / emailed / faxed the release contact the editor / journalist and:

1. Confirm they have received the release (be prepared to re-send).
2. Ask if they are interested in covering the event and offer photo opportunities.
3. Be as accommodating to their needs as possible - the easier you make it for them to give you coverage the more likely they are to do it.

If you do get your local paper interested in taking photos ensure that:

1. Parents have signed parent / guardian permission forms allowing their children to appear in the photographs.
2. Students on bikes correctly wear helmets in all photographs.

Involving the media helps promote your event, your school and the great benefits associated with walking or riding to school. Media coverage also helps generate enthusiasm & excitement among students and parents.



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