



# MEDIA TIPS

TIPS FOR GETTING THE MEDIA INVOLVED IN YOUR EVENT.  
PLEASE SEND ALL PRESS RELEASE TO LOCKS OF LOVE FOR  
APPROVAL VIA EMAIL TO VOLUNTEER@LOCKSOFLove.ORG  
 OR FAX TO 561.833.7962

## PRE-EVENT TO DO:

- Complete a Pre-Event Press Release.**
- Send Pre-Event Press Release to *Locks of Love* for approval**
- Contact Local TV, Radio and/or Newspapers**
- Check for correct media contact information**
- Send approved Pre-Event Press Release to media contacts**
- Call and confirm Pre-Event Press Release was received**
- Follow up a couple of days prior to remind them about the event**

## POST-EVENT TO DO:

- Complete a Post-Event Press Release**
- Send Post-Event Press Release to *Locks of Love* for approval**
- Include in Post-Event Press Release "Fun Facts":**  
(Choose exciting pictures of event participants)
  - Longest Ponytail collected
  - Total Inches / Feet collected
  - Amount of money raised
  - Quotes from donors
  - Pictures of event participants
  - Youngest person to donate
- Remember to ask permission to use names and pictures of individuals included in your Post-Event Release**

**Send approved Post-Event Press Release to media contacts**

## PLEASE NOTE:

*Locks of Love* only has one office located in West Palm Beach, FL. For this reason, representative are not available to attend events. Our Communications Director would be happy to provide further assistance with the media (i.e, interviews, quotes) via email or telephone at the number listed below.