

Guide to local media

Your local newspaper can help you raise awareness about your efforts to walk 100km and raise vital funds for Oxfam's work to fight poverty around the world.

Media coverage can also assist you in meeting your fundraising goal, by directing members of your local community to your Teamspace. Local media coverage can promote local fundraising events to members of your community and can assist in seeking potential sponsors or support from the local community.

This is a step-by-step guide on how to work with your local newspaper to raise awareness and fundraise for Oxfam Trailwalker.

Step 1: Preparing a media release

The first step is to prepare a media release that summarises key information about your team, and your involvement in Oxfam Trailwalker. Below is a media release template that you can adapt. When inserting information into this template, make sure you include and consider the following:

- **Key information:** the first paragraph should include the 'who, what, when, where and why'.
- **Quotes:** include a quote from one of your team members about why you are participating in Oxfam Trailwalker Sydney 2011.
- **Make it different:** as well as providing key information, your media release demonstrates why your team or your efforts are unique.
- **Short, simple and clear:** media releases should use clear language and never be more than one page.

Oxfam Trailwalker

100km | teams of 4 | 48 hours

DD/MM/YY (Today's date)

MEDIA RELEASE

<Your Team Name> to walk 100km for Oxfam

<Team Member 1>, <Team Member 2>, <Team Member 3> and <Team Member 4> from <Suburb> will walk 100km together in under 48 hours to help raise money for people living in poverty around the world.

They are just one of 550 teams of four who will walk from Brooklyn on the Hawkesbury River to Mosman on Sydney Harbour starting on Friday 26 August 2011 as part of the endurance challenge Oxfam Trailwalker.

<Insert quote here from one of your team members on why you are doing Oxfam Trailwalker.>

<Include here in one sentence paragraphs any other information about your team. You may like to include:

- Any relevant anecdotes that make your team *interesting* – *Do you all work together? Do your children all go to the same school? Are you family members?*
- *Your team name, and why you chose it;*
- *How you have been training for Trailwalker>*

<Your Team Name> aim to raise <your fundraising target> for Oxfam's work to help communities overcome poverty in more than 28 countries around the world, including Indigenous Australia.

Oxfam Trailwalker began in 1981 as a military training exercise in Hong Kong, and is now one of the world's largest fundraising endurance challenges.

It takes place annually in Sydney, Melbourne, and Brisbane and internationally in New Zealand, the UK, Ireland, Holland, Belgium, Hong Kong, Spain, France, Canada, Germany and Japan.

To sponsor <Your Team Name>, go to [<insert team link>](#)

For more information, please contact <Team leader or other nominated team member> on < phone #>

Step 2: Contacting media

Do you have existing resources?

Before contacting media, you may like to also include news items about your involvement in Oxfam Trailwalker Sydney 2011 in your own organisation's newsletters, website, intranet, and other channels of communication. These publications are often completed weeks in advance, so act quickly!

Once you have prepared a media release, identify the local papers in your area.

Find the contact telephone number for the publication's news desk. When calling the news desk, you should introduce yourself, and quickly outline the key points that make your story interesting, for example:

"Hi, this is Jane calling from Carindale. Myself and a few other mothers from the area are walking 100km together to raise money for Oxfam and help people living in poverty all over the world.

We'll be joining 2200 others who are all taking part in the Oxfam Trailwalker challenge, walking from Brooklyn on the Hawkesbury River to Mosman on Sydney Harbour. Would you be interested in speaking to one of us about this? "

You should have at hand:

- A copy of your media release. You should offer to send this to the journalist, either by email or fax.
- Contact details of someone they can interview, who will be able to speak about your involvement. This can either be yourself or one of your other team members.

Step 3: Photographs

You may offer to get your team together in the weeks leading up to the event if the publication wants a photograph, and Oxfam can lend you your team bibs for this.

Alternatively, the newspaper may express an interest in sending a photographer to take pictures of you on the trail, or may ask you to email photographs after the event. If this occurs, please notify Oxfam Australia Media Coordinator Charlotte Greig on 0404 111 919 who can arrange this while you are on the trail.

Step 4: After the event

Select the best images from the event, and compile quotes from your team mates about their experiences on the trail. Contact the journalists who expressed interest in the event, and send these additional materials to them.

Do you have an inspiring or interesting story to tell?

Every year, Oxfam Australia recognises Trailwalkers who have beat personal adversity to walk 100km, as part of the *Overcoming the Odds* Award, sponsored by State Street.

One such Overcoming the Odds Award winner was Irene Downs, an inspiring Sydney woman who survived Guillian-Barre Syndrome and experienced complete head-to-toe paralysis. Irene's neurologist calls her the "Miracle Girl". In just 18 months, Irene progressed from being unable to move her limbs, to learning to live in a wheelchair, then learning to walk unaided and then walking 100km in just 34 hours.

Winners receive a \$500 cash prize and the State Street Foundation will donate \$4500 to an Oxfam program of their choice.

If you have an inspiring story you believe may be of interest to the media, please contact Charlotte Greig, Oxfam Australia's Media Co-ordinator on 0404 111 919 or charlotteg@oxfam.org.au.

Media Q&A

Know your facts when talking to local media about your involvement in Oxfam Trailwalker. This Q&A will ensure that you are prepared.

What is Oxfam Trailwalker?

Oxfam Trailwalker challenges teams of four to walk 100km of Australian bush in less than 48 hours and raise at least \$1000 for Oxfam's work to help people in poverty around the world.

Where will you walk?

Oxfam Trailwalker Sydney will be held in the bushland of northern Sydney, starting at Brooklyn on the Hawkesbury River and finishing at Mosman on Sydney Harbour.

The Sydney trail features the well-known Great North Walk and the Harbour to Hawkesbury Walking Track. Throughout the 100km, teams will tackle interesting and challenging terrain, featuring single track sections, hills and rocky trails. The Sydney trail is known for its beautiful scenery, which participants will enjoy as they pass along cliff tops, waterways and beaches.

How much money will it raise?

Oxfam Trailwalker Sydney 2011 aims to raise more than \$3.2 million to support Oxfam's work in more than 28 countries, including Indigenous Australia. In Australia, Oxfam Trailwalker events in total have raised more than \$35 million to help people living in poverty.

How many people will take part in Oxfam Trailwalker Sydney 2011?

Close to 4000 people are involved in Oxfam Trailwalker Sydney 2011. They include:

- Participants: around 2200 people (550 teams of 4) will walk the trail.
- Volunteers: over 700 volunteers will work in 40 different roles over the event weekend, including podiatrists, physiotherapists and massage therapists to soothe the weary walkers, trail marshals and drivers to keep them on track, and a "sweep team" to clean up after them.
- Support Crew: over 900 people will lose sleep over the weekend to act as a lifeline to a particular team, providing them with food, band aids, hugs, clean socks – whatever they need to keep walking.

Who has entered Oxfam Trailwalker Sydney 2011?

Anyone can do Oxfam Trailwalker as long as they are over 18 and of a reasonable level of fitness. Oxfam Trailwalker participants come from all walks of life. It's about ordinary people doing the extraordinary. Participants include: accountants, chefs, nurses, firemen, managing directors, lawyers, social workers, vets, stockbrokers, carpenters, environmental scientists, journalists, gardeners, teachers, doctors, politicians and public servants.

What is the money used for?

Oxfam Trailwalker provides vital funds that assist Oxfam's work to help communities overcome poverty in more than 28 countries around the world, including Indigenous Australia.

What is Oxfam?

Oxfam Australia is a leading international aid agency that works in more than 28 countries around the world to help people overcome poverty and injustice.

Oxfam help people find their own sustainable solutions to poverty through giving them education, food, clean water and the chance to earn a living. Oxfam responds to emergencies, delivering essentials such as clean water, shelter and food, and help communities rebuild and be prepared for future crises. Oxfam also campaign for change, encouraging world leaders, companies and organisations to change the rules and practices that keep people in poverty.

What are the origins of Trailwalker? When was the first Trailwalker?

Oxfam Trailwalker began in 1981 as a military training exercise in Hong Kong, and is today one of the world's largest fundraising endurance challenges.

Does Oxfam Trailwalker just happen in Australia?

As well as taking place annually in Australia (in Sydney, Brisbane, Melbourne), Oxfam Trailwalker events are held in New Zealand, the UK, Ireland, Holland, Belgium, Hong Kong, Spain, France, Canada, Germany and Japan.

How is Oxfam Trailwalker organised?

Organising Oxfam Trailwalker is an immense logistical challenge. It takes Oxfam staff 12 months to plan. Running the event weekend is made possible with the help of 700 volunteers who work in roles such as trail marshals, drivers and physiotherapists. Oxfam Trailwalker is supported by numerous sponsors, such as State Street who are the principal sponsor of Oxfam Trailwalker in Australia, Hong Kong, United Kingdom and Japan.



Oxfam Trailwalker | Melbourne | Brisbane | Sydney | www.oxfam.org.au/trailwalker

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