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BAY OF PLENTY TIMES

Drink it up, buttercup

26 Mar, 2021 12:41 PM

3 min read, to read



Allison Eagles and Sherifflyn Cook fill up their Elf in Thames at the Repco Beach Hop 2021. Photo / Alison Smith



By: Alison Smith
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Couple set for Pork Pie Charity Run

Pork Pie pals head to Invercargill again

Sam and Willie Ryburn of Kaipara Flats and Warkworth are again attempting to drive the length of the country in a Mini car.

They will join 60 other teams as part of an annual event to raise money for KidsCan to provide essential for Kiwi kids affected by poverty.

It is the fourth time the pair have raced their unique 'stretched Mini limo'.

"We are hoping to complete it without any mechanical issues. The run can be hard on some of the older cars, but that's all part of the experience," Sam says.

The trip takes six days and covers more than 2400 kilometres.

Registration spots for the race are highly contested and were 'sold out' within eight minutes this year.

The Ryburns had to sit at the computer and register as soon as it opened to be able to take part.

Their goal is to raise \$10,000. They came just \$20 shy of that goal last time around.

On Wednesday, March 3, they are holding a fundraising dinner at The Bridgehouse with comedian Paul Douglas and will raffie signed sports jerseys.

This year will be the seventh Pork Pie Charity Run since 2009. The 2019 charity run raised more than \$290,000 for KidsCan.

It is inspired by the film Goodbye Pork Pie and has become a popular event for Mini drivers in New Zealand and internationally.

The Minis will pass through Warkworth on Friday, March 26. Sam and Willie will be posting their progress on their 'team fofwafazay' Facebook page.

Businesses interested in sponsoring the race and getting their brand on the car can contact Sam 027 442 7885. Donations can also be made at <https://porkpie2021.gofundme.com/jogjoSam3680484>



Sam and Willie race a modified stretch MINI.

Community News Local Life

Pork Pie Charity Run passes through Cromwell



Denise Doherty on the left and Sally Hughes-Allen from Wanaka team MiniCar-Drona Credit: Pork Pie Charity Run

Minis go to the max

April 2, 2021

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Road-tripping: Some of the 50 Pork Pie Charity Run teams in Queenstown on Wednesday before setting off on their final leg to Invercargill.

By TRACEY ROXBURGH

Fifty teams of Kiwis, crammed into their Minis, arrived in Queenstown on Tuesday on their way to completing an epic 2350km trip from Pahiia to Invercargill.

Film fundraiser for charity run

Ethan Griffiths

A New Zealand cultural staple is set to be shown at Embassy 3 cinema in Whangarei next week, all in aid of a charity cause, raising money for children in poverty.

The 1981 movie Goodbye Pork Pie will be shown at the cinema at 7pm on Wednesday, March 17, to raise money for the biennial Pork Pie Charity Run in which a group of 50 Minis travel from the top of the North Island to the bottom of the South to raise money for charity.

Taking part this year is Whangarei's Dan Goldworthy, or one of his three Minis over the five-day journey - the first time he has taken part.

"I've tried for the last three times to get in. This year the tickets went in six minutes."

Goldworthy said "The last event they raised \$220,000, so it's quite a good event."

The well-known Whangarei businessman decided it would be a good idea to show the film in an effort to raise money, and enlisted the help of other local businesses.

"There are heaps of prizes for the night. There's some from Toyota and Barracks and Japanese Kitchens and even a couple of phones from Spark. I think there's over \$2000 in spot prizes. Some good support from the community."

Around 100 tickets remain available for the event, and people to get involved.

Tickets can be purchased from the Plumber Dan office at 179 River Market, or at the Whangarei Farmers Market on Saturday, March 13. The ticket price includes the film as well as nibbles.



Dan Goldworthy's yellow stretch Mini will take part in the 2021 Pork Pie Charity Run later this month.



Pork Pie Charity Run 2023 Media Kit

WHY APPROACH THE MEDIA?

Getting local media behind your team's fundraising activity is a great way to generate interest from members of the public and to reach your fundraising goal. In 2021, over \$325,000 was raised from the Pork Pie Charity Run to help Kiwi kids in need, much of this was generated through media activity with teams working hard to getting their story out to both local and national media outlets - we are confident we can crack this again in 2023!

Media are keen to hear newsworthy stories, especially those with a human-interest element. Every pitch needs a hook, so you will need to present your story in a way that stimulates interest and demonstrates its newsworthiness. Below is a list of key themes to think about when beginning the process of writing your media release:

- 1) Impact
- 2) Timeliness
- 3) Proximity
- 4) Human Interest
- 5) Conflict
- 6) The Bizarre
- 7) Celebrity

HOW TO GET YOUR STORY INTO THE MEDIA

The best way to approach the media in the first instance is to write and email your own Media Release. We've included a sample media release template for you at the end of this document, use this as a starting point and make it your own.

Top Tips:

- Keep it short and to the point (one-page max) and only insert relevant information
- Include important information in the top three paragraphs (who you are, what you're doing, why you're doing it).
- Make sure you include anything weird or wonderful about you and your fellow driver (overcoming adversity, or if you have a personal story that you're comfortable sharing).
- Think about the sorts of things that make your story interesting. There are only 50 teams taking part, so your team could be the only one from your region! Explain what has motivated you to drive from one end of New Zealand to another in a MINI and why you're motivated to raise funds for KidsCan.



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FOCUS ON THE 5 W'S

WHO: Who is this story about? Who is the person or institution at the centre of the story?

WHAT: What is this story about? You will have more success with your media outreach if you identify the “what” because your idea will be more focused.

WHERE: This should be one of the easier W's to identify. Where is this story taking place? Does the location have any value or importance to your audience?

WHEN: Does your story have any timely components? Will your story take place on a single night or day? Is your story relevant at a certain time of the month? The timeliness increases your chances for coverage.

WHY: Why should anyone care about your story? The “why” could be the deciding factor that determines whether your story is pursued or not. You need to communicate why someone should care about what you have to say.

PICK UP THE PHONE OR EMAIL

If writing a media release is not your thing, then you can still contact a journalist by phone. Most news outlets' contact details are on their websites and more often than not, there will be a number for the news desk that you can phone.

Make sure you are prepared when you call – as they may start asking questions on the spot! We would recommend that you follow-up via email with a summary of the main points.

- What you're doing and details of your team members
- Why you're doing the Pork Pie Charity Run
- Anything weird or wonderful about your team
- Your contact details
- Details of the Run [and timings/route if the Run passes through your town/city!]
- If you don't hear back, follow-up.

IMAGES

Offering good photos or images can increase the chance of your story being published as some community newspapers are short on resource and may not be able to send a photographer out to capture an image of you or your car. Don't forget to include details of who's who!

One tip is to dress up in your 'driving uniform' or what you will be wearing for the Run. Don't hold back - a good photo tells a thousand words.



Pork Pie Charity Run 2023 Media Kit

PITCHING TO MEDIA

Do some research and find out what media (radio stations, community newspapers etc) are in your region and who you think may be interested in publicising your run.

Once you've prepared your media release or jotted down your main points for a phone pitch, contact them and follow up in a few days.

Be sure to emphasise that you are a local team and that you're raising money for charity. If you need any information about the number of KidsCan partner schools or centres in your region, please contact us.

We encourage you to think about other media outlets as well, magazines, radio, school and community newsletters, community television and other regional publications. Put your thinking caps on and get creative with who you approach to share your story.

SOCIAL MEDIA

Most people now ingest information on a mobile device and social media is at the forefront. For raising awareness of what you're doing and communicating with possible donors, social media works!

Most of you will already have a Facebook page for your team and we encourage all other participants to follow suit. There are so many benefits of sharing your journey – even this far out from the run. You could add images of your car, posts about your preparations and give live updates from the run (the passenger would be doing this, obviously). You could even livestream some of the journey. Encourage friends, and friends of friends to follow you. Everyone is a potential donor and supporter, and social media is a great way to keep them up to date.

Use the hashtag #Porkpiecharityrun on all of your social media platforms. This allows people to easily follow your journey and that of the whole Pork Pie Charity Run event in one place.

And when you receive a donation, you could publicly thank that person or organisation through your social media accounts and wherever else you choose to feature your fundraising efforts.



Facebook: @KidsCanNZ



Instagram: @kidscannz



LinkedIn: KidsCan Charitable Trust

Don't forget to follow the social media accounts of KidsCan and tag us in your posts. That way our social media team can find your posts and potentially even share your content to a wider audience.



Pork Pie Charity Run 2023 Media Kit

ABOUT KIDSCAN

One of the first questions a journalist (or potential donor) will ask you is ‘what are you fundraising for?’ To explain the work that KidsCan does, **here’s a few easy lines you can use:**

The Pork Pie Charity Run is raising funds for KidsCan to help provide Kiwi kids living in hardship with the essentials they need to get into the classroom in a position to learn.

KidsCan helps children experiencing hardship by providing food, jackets, shoes and health products to schools/kura and early childhood centres/kohanga across New Zealand. With these essentials, kids can participate in learning and have the opportunity for a better future.

KidsCan supports:

- Over 850 schools/kura around New Zealand
- Over 100 early childhood centres/kohanga around New Zealand
- Over 200,000 children have access to our programmes

Last year (2021) KidsCan:

- Fed an average of 40,000 kids a day
- Distributed over 40,000 cosy, fleece-lined jackets to schools
- Distributed over 25,000 pairs of sturdy shoes
- Helped support over 2,000 pre-schoolers in early childhood centres
- Sent out 5 million items from our Auckland warehouse

CONTACT US

We’re keen to hear your stories too! Please reach out to us if you need any help. Especially if you’ve tried everything you can to gain some traction with media but aren’t having any success, just give us a call. We’re very happy to help and may even have a few extra tips and tricks to get the media to take notice.

The KidsCan team

Kimberley or Liz

Call: 09 478 1525

Email: marketingadmin@kidscan.org.nz



Pork Pie Charity Run 2023 Media Kit

MEDIA RELEASE EXAMPLE

A checklist of things to remember when writing a media release:

- Head the release MEDIA RELEASE
- Give it a punchy, succinct title
- Date it and state the source of the release i.e. who it is from
- Write in a simple straightforward style
- Make the release as short as you can (seven paragraphs is a usual maximum)
- Format double-spaced with wide margins using one side of A4 paper
- Write "ends" at the end of the media release
- Give names and contact details for people who can offer more information, or might be interviewed at length or for a 'sound-bite'

This is an example of a media release; you can use this template to write your own. Simply add in the missing details and change the parts in bold by entering your own details. You could send this release to your local radio station or newspaper by contacting their news desk – this information is usually available online.

Date:

Pork Pie Charity Run for KidsCan

An adventurous local duo will join 49 other teams to drive a MINI the length of the country next year in aid of children's charity KidsCan.

The Pork Pie Charity Run, inspired by the iconic Kiwi film 'Goodbye Pork Pie' has become a popular event for MINI enthusiasts in New Zealand and internationally. Team **[Team Name]** made up of **[insert name, age and where you're from]** will make the epic trip from Paihia to Invercargill just before Easter in 2023.

Fundraising and preparation is already underway with **[name]** organising **[quiz night/ XYZ event]** to kick off what is going to be a fun few months of encouraging generous Kiwis to donate to KidsCan.

"We had heard about the Pork Pie Charity Run from **[friends, family, others?]** about **[two years ago?]** and were one of the lucky teams to register in time to take part in the 2023 event. We know it's going to be a memorable six days, a lot of travelling obviously, but a whole heap of fun," said **[insert name]**.

The 2023 event will be the eighth Pork Pie Charity Run since 2009, with the 2021 charity run raising over \$320,000 for KidsCan. Team places on the run are hotly contested with registration selling out in less than 4 minutes earlier this year.

The team's goal is to raise **[\$xxxxx]** which is why they're starting to fundraise months out from the event. The trip takes six days and covers over 2,400kms through the country's biggest cities and smallest towns.

KidsCan CEO and Founder Julie Chapman says the Pork Pie Charity Run is one of her favourite events on the calendar. "I've been fortunate to drive a leg or two of the previous Pork Pie Charity Runs as part of the KidsCan team, and it's been such a great time. The people we meet along the way never fail to support and encourage us and their generosity is amazing.

"I'd like to thank all the participants in advance, as I know they're out there fundraising. Every dollar raised will go towards helping Kiwi kids by providing them with the basics, so they can be in a better position to learn," she said.

You can support **[Team Name]** and KidsCan at www.porkpiecharityrun.org.nz

For further information or interviews with **[Team Name]**, please contact **[your name]** on **[mobile number and email]**.