

PROMOTING

Your CancerCare Manitoba Foundation Fundraising Event

FREE ONLINE EXPOSURE

There are a number of free online advertising opportunities available. Be sure to take advantage of as many of these opportunities **at least three weeks in advance** of your event.

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CTV Community Calendar:

<http://winnipeg.ctvnews.ca/community-calendar>

CBC MANITOBA Event Calendar:

<http://www.cbc.ca/news/canada/manitoba/events>

GLOBAL NEWS Event Calendar:

Online form: www.globalnews.ca/winnipeg/events

CITY TV Event Calendar:

<http://www.citytv.com/winnipeg/community/sysd-winnipeg/submit-event/>

WINNIPEG FREE PRESS Event Calendar:

<http://www.winnipegfreepress.com/arts-and-life/events/>

TOURISM WINNIPEG Event Calendar:

<http://www.tourismwinnipeg.com/upcoming-events/public-event-submissions>

DOWNTOWN WINNIPEG BIZ Event Calendar:

<http://downtownwinnipegbiz.com/events/>

WINNIPEG CHARITY Event Listings:

<http://www.winnipegcharityevents.ca/>

WORLDWEB.COM Winnipeg Event Listings:

<http://www.winnipeg.worldweb.com/Winnipeg/Events/AllEvents/>

MEDIA COVERAGE:

The key to executing a successful public event is getting the word out. The media can help but it takes some pre-planning and a well-crafted media release.

Please refer to the Media Release guide for information regarding preparing an effective release. A media release should be sent two to three days in advance of your event to daily newspapers and television and radio stations and several weeks in advance to rural or weekly newspapers.

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CTV News Winnipeg: winnipegnews@ctv.ca

Shaw TV Winnipeg: shawtvwinnipeg@shaw.ca

CBC TV: talkback@cbc.ca

APTN: info@aptn.ca

GLOBAL TV: winnipeg@globalnews.ca

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CKJS: info@ckjs.com

CJOB: aroundwinnipeg@cjob.com

CBC: talkback@cbc.ca

CKUW: ckuw@uwinnipeg.ca

RADIO (CONT.)

NCI: info@ncifm.com

Golden West Radio: steinbachnews@goldenwestradio.com

CJNU: psa@cjnu.ca

Jewel: info@jewel101.com

FAB: psamb@jpbg.ca

Virgin: ace@virginradio.ca

Energy: awest@evanovwpg.com

PRINT

Winnipeg Free Press: City.Desk@freepress.mb.ca

Winnipeg Sun: wpgsun.citydesk@sunmedia.ca

Canstar (weekly): John.Kendle@canstarnews.com

Metro Winnipeg: winipegletters@metronews.ca

Many smaller papers do not print daily. For that reason, you should send your media release to them at least a week in advance.

La Liberté: redaction@la-liberte.mb.ca

Winnipeg Parent: wpgparent@shaw.ca

The Uniter: editor@uniter.ca

The Manitoban: editor@themanitoban.com

Grassroots News: admin@grassrootsnews.mb.ca

Filipino Journal: info@filipinojournal.com

Filipino Express: info@pilipino-express.ca

Senior Scope: kelly_goodman@shaw.ca

WEB

ChrisD: chris@chrisd.ca

MyToba.ca: MyVoice@MyToba.ca

OTHER IDEAS

Never underestimate the power of a good **poster** or **flyer**. Ask around at local shops, restaurants or places you frequent if you can leave a stack for patrons or post on bulletin boards.

Take advantage of **Kijiji** and post free ads!

Use **social media** -- Facebook, Twitter, Instagram and LinkedIn. No quicker way to create buzz than with social media – start with your own and get friends, family, and coworkers to share, re-post and re-tweet your event information.

Email your event details out to your contacts! You never know who will want to participate/contribute or who they know who can help increase the success of your event.