



## **Fundraiser Listing Instructions**

**The Ride to Conquer Cancer presented by Silver Wheaton benefiting the BC Cancer Foundation** thanks you for your participation!

You are now beginning an adventure that will contribute to saving lives and funding critical cancer research by supporting cancer care and critical research. During the following months, you will share your story and motivation in hopes of conquering cancer.

You will turn to your family and friends as well as your colleagues for encouragement and support. We also want to help you fundraise successfully. A great way to do that is by sharing your plans with your community! Inform the local media about the different fundraising activities you are planning to encourage other people to give to the cause and get us one step closer to reaching our goal of conquering cancer!

We have attached a *media advisory* template that can serve as a great tool to publicize your fundraising activities. It is structured to provide the media and their readers with details of your Ride to Conquer Cancer fundraiser.

Fill out the spaces with the date, the location, the cost if need be, as well as a brief description of your event. Please remember that space is limited in newspapers so keep everything short and simple.

Once you have filled out the *media advisory*, send it to the community calendar, or event listings section of your local newspaper.

For further assistance please contact Leviana Coccia at [lcoccia@conquercancer.ca](mailto:lcoccia@conquercancer.ca).

Once your event is published, please inform Leviana so that she can obtain a copy of the newspaper in which your activity was featured.

*\*Helpful hint: If your local newspaper is unable to attend your activity, send a high-resolution photo along with a brief description to the general inbox.*

Thank you very much for your ongoing support,

- The Ride to Conquer Cancer presented by Silver Wheaton benefiting the BC Cancer Foundation