



Pet Partners<sup>®</sup>

# WORLD'S LARGEST PET WALK

## Promoting Your World's Largest Pet Walk Event

Everyone loves a feel-good event with animals! And the World's Largest Pet Walk on September 25, 2021 is a great way to get your local community involved with Pet Partners, and bring attention to your work with therapy animals and the benefits of the human-animal bond.

Here are some quick tips on ways to promote your walk event, gain some media coverage, and help get the word out about all that you do.

- **Social Media:** Post about your upcoming event on your social media accounts. Ask your followers to share the information. We've provided sample social media posts and graphics in this toolkit that you can use, as well as a short video.
  - Create an official event through Facebook and invite people to it so you can track attendance, send out reminders, and increase reach.
- **Local Media:** We've provided a media advisory template in this toolkit that you can use to alert the media about your upcoming event. Just fill in the information specific to your walk event and location.

Use these simple steps to increase the chance of the media promoting your announcement and event:

1. Do an online search for the top news outlets in your area, including the main networks—ABC, CBS, Fox, and NBC—as well as local newspapers.
  2. Find the assignment desk contact information via the news outlet's website, and email them a personal note with your media advisory.
  3. Follow up with a phone call a day or so later if you do not hear back.
- **Online Event Calendars:** Many local news and city websites have calendars of events in the area. Add information about the World's Largest Pet Walk to these calendars, keeping it simple, but informative.

If you receive media coverage of your announcement or event, please let us know! Send an email to [digitalmedia@petpartners.org](mailto:digitalmedia@petpartners.org) with a link to the media coverage.