

How to PR your party



Once you have organised your curry party you might want to talk to your local newspaper to tell them about it, maybe you could even invite them along!

Perhaps you have joined up with other Curry Party organisers and planned a really big event and want to encourage local organisers or people to get involved. Or maybe you have a fun or novel way of throwing your party that the local press would be interested in.

Well here are some tips on how you can approach your local press:

It's all in the planning

The best time to approach your local press is around a month before your Curry Party. The press need plenty of notice if they're going to write an article or send someone along. It's always a good idea to phone them back and remind them of your party nearer the time.

Have all the information to hand

Make sure you have all the information about your event to hand, including:

- **Why you are organising a Curry Party** – to raise money for the James Whale Fund for Kidney Cancer!
- **When and where** you will be holding your event
- **What will be happening** – any interesting ideas or photo opportunities
- **Background information** on Britain's Biggest Curry Party – look in the Party Pack that is sent out to all hosts

Make the Call

When you have all the details ready, give your local newspaper a ring. The number will be in the paper, ask to speak to the newsdesk or 'editorial'. Here are some useful tips:

- **Tell them you are taking part in Britain's Biggest Curry Party and ask if they could write about it.** Don't be put off if they are not interested immediately, local papers are often very busy! You can always offer to call back nearer the time or when it is more convenient.
- **If they are interested, tell them all about your plans and invite them to send a reporter along.** Be enthusiastic! Convince them that it is an event not to be missed.

- **If they can't spare a reporter, ask if they can send a photographer to the event.** Tell them about any photo opportunities you have thought of. They will be more likely to print the story if they have a good picture to go with it.
- **Make sure you leave your name and contact details.** Ask them to call back if they need any more information and to confirm someone is coming to the event.
- **If a journalist asks you a question** about the James Whale Fund for Kidney Cancer that you cannot answer, ask them to call our **PR Manager, Freddie Johnson** on **07827 773636** or email **freddie@fullportion.com**.
- If you don't hear anything else from the journalist, call them back a week before the event to make sure they haven't forgotten.
- If they can't send a reporter or a photographer to your event, take some photos yourself and send them in to the paper as soon as you can afterwards. Email is best, but if you don't have a digital camera you can send prints in the post.
- Make sure you include your contact details and some information about how the event went, including how much money you raised for the James Whale Fund for Kidney Cancer through your Curry Party.
- Finally, let us know how you got on! We'd love to hear about your event. You can email any links to press coverage to us at **sjr@jameswhalefund.org** or send us press cuttings in the post to

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