

Outback Car Trek

PR Cheat Sheet



Thank you for your incredible support in the 35th Outback Car Trek. With your help, we raised in excess of \$1.58 million to help the Royal Flying Doctor Service.

If you would like to share this achievement, we have developed a **media release template** that you can personalise.

It has been designed to thank people who supported you, inspire future trekkers, and keep reminding people why the Outback Car Trek helps enable the RFDS's life-saving work.

Getting your story in the news

Local media regularly feature stories about local people doing things in the community. If you would like to engage with local media, we have created a template media release for your use. With information about the Trek and the RFDS, all you need to do is personalise with your own stories about why you are involved, how much you raised and what your highlights have been.

Finding Local Media Outlets

- If you're not sure what your local outlets are, Google "[Your Town] news" to find your local newspaper or radio station.
- Check the website for journalist contact details under "Contact Us" or "Newsroom".

How to Contact Journalists

- Use a subject line like: "**[Local Trekker] raised \$XX on the Outback Car Trek to support the Flying Doctor**". Explain who you are, why you trekked, and how much you raised.
- Send your **media release** with a few great photos of you and your team.
- Include your contact details so they can follow up for an interview. If you don't hear back, follow up in a few days with a friendly reminder.

Got any questions?

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