**MEDIA PITCHING: *SPIN4KIDS PLUS 2016***

*Spin4Kids Plus* is a great opportunity for your Club to be in the public eye and for you to share GoodLife’s caring culture with your local community. In order to help spread the word about *Spin4Kids Plus* as widely as possibly, GoodLife Kids Foundation has prepared some useful resources.

**Public Service Announcements**

In partnership with GoodLife Fitness Public Relations, we have secured PSA airtime on over 100 radio stations nationwide to promote *Spin4Kids Plus*. If you are interested in reaching out to a station in your area about running additional PSAs, please contact mmathes@goodlifekids.com for scripts and instructions.

**Sample Community Event Listing**

Many radio and television stations have Community Event Calendar that they broadcast or host on their websites. We have prepared a sample listing for you to reference. All you need to do is research what is available in your area, fill in the blanks, and send your request!

**Official National Spin4Kids Plus 2016 Press Release**

An official *Spin4Kids Plus* press release will be issued by GoodLife Kids Foundation Tuesday, February 9, 2016. It will be available to Event Leaders on GoodLife Connect the day it is released and will be posted to the Event Portal on Friday, February 12, 2016. We will be pitching media for stories in targeted areas, but Event Leaders are also encouraged to share the press release with local media contacts.

Since the release is national, it will not include specific details about your local event. When circulating the press release locally, it will be important to use an accompanying “Pitch Message” that includes your event information. Please see the next page for a sample email pitch to the media.

**TIP:**If you are sending to multiple media contacts at once, use BCC to keep it more private.

**REMINDER:**

Please contact Melinda Mathes (mmathes@goodlifekids.com) prior to any media interviews.

**Sample Email Pitch**

SUBJECT: We’re getting Canadian kids active! Join the Party at *Spin4Kids Plus* in [location]

Good Morning,

Did you know that only 9% of Canadian kids ages 5-17 are getting the recommended 60 minutes per day of heart-pumping physical activity? At GoodLife Kids Foundation we know that active kids have fun, have stronger bones, learn better and build healthy habits and we want to get more Canadian kids up and moving!

On Saturday, March 5, 2016, we will be hosting a *Spin4Kids Plus* event at [location] in support of GoodLife Kids Foundation. This national indoor fitness fundraiser takes place across Canada with over 200 GoodLife Fitness Clubs coming together to Spin, Groove, and Move for a great cause.

Our event will have a party-like atmosphere with members, family, friends and co-workers taking part in all kids of fun activities throughout the day. [Insert any interesting details here such as special guests, presentations, prizes, etc. – keep to 100 words maximum.]

We would love to share our story with your readers through an article in advance or to have you attend the festivities on event day.

Together we can change children’s lives through physical activity!

For more information about our local event, please contact:

[Event Leader Name]

[GoodLife Fitness position]

[email address]

[phone number]