

Together as one

we walk to stop Crohn's and colitis.

Media Pitch

Here is a sample of what an email or phone call pitch to your media contacts could look like. Revise the content as needed to suit your community and your pitch to reporters. To estimate how many people in your community live with Crohn's or colitis, find a current, reputable population statistic for your city/town, and divide it by 140. You may also find how many people in your province live with Crohn's or colitis by taking a look at the Crohn's and Colitis Canada key messages shared in the Volunteer Tools on crohnsandcolitis.ca.

Subject Line: Canadians Unite for Crohn's and Colitis Canada's Gutsy Walk – Sunday, June 5th

Hi [name],

I hope you are having a great day! I am reaching out to you on behalf of Crohn's and Colitis Canada with a community story. Canadians in [city], and across the country, will rally together on Sunday, June 5th for our 27th annual Gutsy Walk to stop Crohn's disease and ulcerative colitis.

[If the reporter wrote about past Crohn's and Colitis Canada events or if they write about relevant topics (health/community/events) or covered similar events in the community (other charity events), you can note how that's why you thought the story may be of interest – it shows that you've done your homework!].

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We are the only national, volunteer-driven charity focused on discovering cures, and improving the lives of everyone affected by these chronic diseases. With 300,000 Canadians living with inflammatory bowel disease (IBD), a number that researchers expect to rise to 400,000 by 2030, there is an urgent need to raise funds for support programs and research into the cures.

As our largest research fundraiser and community event in support of everyone affected by IBD, last year's virtual walk raised [\$xxx] in [insert community name]. Our goal is to raise [\$xxx] locally this year.

I can arrange an interview with [name], as [she/he/they] are eager to share their story [provide brief details about what they are interested in sharing] and the importance of the Gutsy Walk.

Please find attached a media advisory with additional details about this year's important fundraiser.

Happy to provide further information and I look forward to hearing from you.

Best,

[Your name]

[Your role – specify if you are a volunteer]

Crohn's and Colitis Canada

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T: [Your phone number]

E: [Your email address]