

**Media follow-up email/phone call**

*Here’s a sample of what a follow-up email or phone call 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/province, and divide it by 140.*

Hi [name],

I am following up on the media advisory about Crohn’s and Colitis Canada’s [Gutsy Walk](http://gutsywalk.ca/Home.aspx) that I sent to you on [date]. Taking place on Sunday, June 2, the Gutsy Walk supports members of our community who are living with Crohn’s disease or ulcerative colitis, the two main forms of inflammatory bowel disease.

We are interested in working with you to provide news coverage for the event to show the positive impact the walk makes on not only our community, but also on communities across Canada.

Last year’s walk here in [your community] raised [$xxx] for world-class research and patient programs, and we are aiming for an even higher total this year.

I can arrange an interview with a [patient/spokesperson/volunteer] for your story either at or before the walk.

I look forward to hearing from you, as I am happy to provide further information.

Sincerely,

[Your Name]

[Your role – specify if you are a volunteer]

Crohn's and Colitis Canada

T: [Your phone number]

E: [Your email address]