

MEDIA OUTREACH

The following includes procedures and tips that will assist you in conducting media outreach for **WALK! with Aegis Therapies 2020**. Please share this information with your designated company-approved spokesperson, and/or building administrator. Please also share with your PR and Marketing team.

Additional instructions, templates, forms and resources are available online for your use and to download, print and share with your team. Check www.WalkWithAegis.com for detailed information and tips on media outreach.

- Make sure to gather all participant consent forms so you can share your activities online. Consent forms can be found on www.walkwithaegis.com.
- Make a note of any resident who does not want to be included in online promotion and/or does not have a completed consent form and make sure you and your team are not sharing their information or images.
- Take photos of residents engaging in activities, collect information about the images, including names of all people pictured, what activity is being performed and any additional information about your event that will help explain what people see in the image.
- Share images and descriptions with your social media teams.
- Share images, along with signed consent forms, with Aegis to share on our corporate pages and WALK! promotional materials (media@aegistherapies.com)
- Use the template online to create a press release that summarizes your WALK! activities.
- Contact media@aegistherapies.com for assistance in pulling local media contact information to share your press release and photos.



Presented by:

