**PROMOTING YOUR PEPPA PIG MUDDY PUDDLE WALK FOR SAVE THE CHILDREN**

Top tips for making the news

* Finding the **right contact** to email is the best place to start – this will usually be the features editor or news editor.
* Put your press release in the **body of your email** (not as an attachment) – a template for you to use is below.
* Include your **contact details** and a **good photo** (with caption information) of your Muddy Puddle Walk and event preparations. A strong image will make your story stand out.
* Tailor the template press release to make it **specific to your day**. Add a quote about who you are, what you’re planning and what inspired you. A silly or attention-grabbing headline with local detail can help – e.g. ‘Local children make a muddy good splash to raise money for Save the Children’
* **Follow up with a call** to the person you sent it to. Ask if they received the release and if there’s anything else they’d like to know.

Top tips for taking photographs for media

* Photographs need to be **in focus** (i.e. not blurry) and should be supplied to press at a **high resolution** (at least 300dpi) as a jpeg.
* The photo should **tell the story** of your event. If you are sending a photo before your event has taken place, then a photo of **excited, happy children** should help capture the editor’s attention.
* If you are sending a photo after your event - **happy children and adults jumping in muddy puddles** ought to do the trick!
* **Children should be the main subject** in the photo and a dynamic photo with lots of **colour and activity** is more likely to be used.
* Make sure everyone in the photo has given their **consent**. All children under the age of 18 must have written photography consent from their parent or legal guardian.
* Make sure you **caption** the photo appropriately and emphasise the local angle of your image – i.e. highlight that the people in the photo are local to the area.

If you have any questions about generating media coverage for your event, please contact Steph Lowe in Save the Children’s PR Team on st.lowe@savethechildren.org.uk or visit **MuddyPuddleWalk.org** for more information.

**PRE-EVENT TEMPLATE PRESS RELEASE**

**Children at [insert nursery/group] in [insert location] are set to take part in a Peppa Pig Muddy Puddle Walk for Save the Children**

This Spring will see the return of the award-winning fundraising event for little ones – **Peppa Pig's Muddy Puddle Walk for Save the Children**. Last year families and nurseries that took part in the event helped to raise an incredible £225,000 for Save the Children’s vital work and since its launch in 2017, **Peppa Pig's Muddy Puddle Walk for Save the Children** has generated a fundraising total of almost half a million pounds. This year the event is sponsored by The Entertainer (TheToyShop.com) and, to celebrate 15 years of the nation’s favourite little piggy, *Peppa Pig,* as well as Save the Children’s centenary in 2019, the charity hopes that even more people will sign up, take part and donate.

On [insert date], [insert number of children] at [insert nursery] in [insert location] will be taking part in a Peppa Pig Muddy Puddle Walk for Save the Children.

The children will [insert details of your Muddy Puddle Walk event] to raise money for Save the Children and help make life better for children around the world.

Save the Children fights for children every single day. The charity stands side by side with them in the toughest places to be a child and does whatever it takes to make sure children survive, are protected if they’re in danger, and get the chance to learn. Every child should get the chance to make their mark on the world – and help build a better future.

[Insert name and job title] said: “[Add a quote to explain what inspired you to take part and what you’ve got planned on the day or whatever is most unique about your event].”

By taking part in a Muddy Puddle Walk, children from [insert nursery] will continue to discover how much fun it is to get active and explore the world around them.

**Katie Ryce, Fundraising Campaigns Manager at Save the Children, says:** “We hope everyone will get outside this Spring, come rain or shine, and help raise much needed funds for Save the Children. It’s so easy to take part and it’s the perfect excuse to explore the outdoors with your little ones. By jumping in muddy puddles like *Peppa Pig* and raising money for Save the Children you can help give children a brighter future.”

It’s not too late to sign up and take part in your very own Peppa Pig Muddy Puddle Walk for Save the Children! Sign up your nursery or family now at **MuddyPuddleWalk.org** to get your free Muddy Puddle Walk Fundraising Pack, full of fundraising ideas, fun activities and tips for great walks and activities indoors and out. The fundraising pack will also explain what life is like for children in different countries, helping them see how they are making a difference through supporting Save the Children.

**ENDS**

For more information contact [insert contact details]

**Notes to editors**

**About Save the Children**

Save the Children stand side by side with children in the toughest places to be a child. We do whatever it takes to make sure they survive, get protection when they’re in danger, and have the chance to learn. Together, we fight for children every single day. Because every child should be able to make their mark on their world, and help to build a better future.

For more information visit: [www.savethechildren.org.uk](http://www.savethechildren.org.uk)

**About Entertainment One**

Entertainment One Ltd. (LSE:ETO) is a global independent studio that specialises in the development, acquisition, production, financing, distribution and sales of entertainment content. The Company’s diversified expertise spans across film, television and music production and sales; family programming, merchandising and licensing; digital content; and live entertainment. Through its global reach and expansive scale, powered by deep local market knowledge, the Company delivers the best content to the world.

Entertainment One’s robust network includes international feature film distribution company Sierra/Affinity; Amblin Partners with DreamWorks Studios, Participant Media, and Reliance Entertainment; Makeready with Brad Weston; unscripted television production companies Whizz Kid Entertainment and Renegade 83; live entertainment leaders Round Room Entertainment; world-class music labels Dualtone Music Group and Last Gang; and award-winning emerging content and technology studio Secret Location.

The Company's rights library, valued at US$2.0 billion (as at 31 March 2018), is exploited across all media formats and includes about 80,000 hours of film and television content and approximately 40,000 music tracks.

**POST-EVENT** **TEMPLATE PRESS RELEASE**

**Children at [insert nursery] in [insert location] take part in a Peppa Pig Muddy Puddle Walk for Save the Children**

This Spring will see the return of the award-winning fundraising event for little ones – **Peppa Pig's Muddy Puddle Walk for Save the Children**. Last year families and nurseries that took part in the event helped to raise an incredible £225,000 for Save the Children’s vital work and since its launch in 2017, Peppa Pig's Muddy Puddle Walk for Save the Children has generated a fundraising total of almost half a million pounds. This year the event is sponsored by **The Entertainer** (TheToyShop.com) and, to celebrate 15 years of the nation’s favourite little piggy, *Peppa Pig,* as well as Save the Children’s centenary in 2019, the charity hopes that even more people will sign up, take part and donate.

On [insert date], [insert number of children] at [insert nursery] in [insert location] took part in a Peppa Pig Muddy Puddle Walk for Save the Children.

The children [insert details of your Muddy Puddle Walk event] and raised [insert amount] for Save the Children to help make life better for children around the world.

Save the Children fights for children every single day. The charity stands side by side with them in the toughest places to be a child and does whatever it takes to make sure children survive, are protected if they’re in danger, and get the chance to learn. Every child should get the chance to make their mark on the world – and help build a better future.

[Insert name and job title] said: “[Add a quote to explain what inspired you to take part and what happened on the day or whatever was most unique about your event].”

By taking part in a Muddy Puddle Walk children from [insert nursery] continued to discover how much fun it is to get active and explore the world around them, as well as learning about what life is like for children in different countries - helping them see how they are making a difference through supporting Save the Children.

**Katie Ryce, Fundraising Campaigns Manager at Save the Children, says:** “We’re so pleased to see everyone getting outside this Spring, come rain or shine, and helping raise much needed funds for Save the Children. By jumping in muddy puddles like *Peppa Pig* and raising money for Save the Children everyone taking part is helping give children a brighter future.”

**ENDS**

For more information contact [insert contact details]

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