

# Get the word out!

Ensure your **CHEO Foundation community fundraising event** is successful with these easy steps:



## 1. Create an event page

[https://cheofoundation.donordrive.com/index.cfm?fuseaction=cms.page&id=1018&\\_ga=1.94237725.1852896972.1486496068](https://cheofoundation.donordrive.com/index.cfm?fuseaction=cms.page&id=1018&_ga=1.94237725.1852896972.1486496068)

## 2. Post your information on your own social media channels and ask friends and colleagues to do the same

i.e.: Create a Facebook event and invite your friends

## 3. Draft a press release to distribute with local media outlets

One of the easiest ways to try to get some media coverage for an event is to draft a short press release. Ensure you include a description of your event, why you are raising money and share your CHEO story. Include a high resolution photo if you can.

### ***English media in Ottawa-Outaouais***

#### **CTV News Ottawa:**

[ottawanews@ctv.ca](mailto:ottawanews@ctv.ca)

Tel.: 613.224.1313

#### **CBC News Ottawa:**

[cbcnewsottawa@cbc.ca](mailto:cbcnewsottawa@cbc.ca)

Tel.: 613.288.6485/ 6445

#### **Ottawa Sun:**

[ottsun@sunmedia.ca](mailto:ottsun@sunmedia.ca)

Tel.: 613.739.5112 / 5113

#### **Ottawa Citizen:**

[copydesk@ottawacitizen.com](mailto:copydesk@ottawacitizen.com)

Tel.: 613.829.9100

**Bell Media Radio**

- **580 CFRA**  
[news@cfra.com](mailto:news@cfra.com)  
Tel.:613-789-2486 ext. 4252
- **Majic 100**  
Tel.: 613-789-2486
- **Bob FM**  
Tel.: 613-789-2486
- **TSN 1200**  
Tel.: 613-750-1200

**Rogers Group Radio**

- **1310News**  
[tips1310@rogers.com](mailto:tips1310@rogers.com)  
Tel.: 613-736-2020
- **CHEZ 106**  
<http://www.chez106.com/contact-us/>  
Tel.: 613-736-2001
- **Country 101**  
<http://www.country1011.com/contact-us/>
- **Kiss FM**  
<http://www.1053kissfm.com/contact-us/>

**New Cap radio**

- **Hot 89.9**  
[news@hot899.com](mailto:news@hot899.com)
- **Live 88.5**  
[amal@live885.com](mailto:amal@live885.com)

**Corus Radio**

- **Jump 106.9**  
Fax: 613-226-3381



**CHEO's social media channels can also help!** Share these links with your networks:

Twitter feed: **@CHEOhospital**

Facebook page: [www.facebook.com/CHEOkids](http://www.facebook.com/CHEOkids)

Youtube: <https://www.youtube.com/user/CHEOvideos>

- **Boom 99.7**  
Tel.: 613-225-1069

### ***French media in Ottawa-Outaouais***

**Radio-Canada:**  
[nouvelles.ottawagatineau@radio-canada.ca](mailto:nouvelles.ottawagatineau@radio-canada.ca)  
Tél.: 613 288-6600

**Unique Fm:**  
[nouvelles@uniquefm.ca](mailto:nouvelles@uniquefm.ca)  
Tél.: 613.745.5529

**Le Droit:**  
[nouvelles@ledroit.com](mailto:nouvelles@ledroit.com)  
Tél.: 613 562-0111

### ***Bell Media***

- **Rouge Fm:**  
<http://gatineau.rougefm.ca/Serviceledesnouvelles.aspx>  
Tél.: (819) 243-5555
- **Info Énergie 104.1:**  
[maude.rousseau@bellmedia.ca](mailto:maude.rousseau@bellmedia.ca)  
Tél. : 819-770-INFO

**RNC Médias** - Tél.: 819-770-1040

- **TVA nouvelles:**  
<http://www.tvagatineau.ca/contacts.php>
- **WoW 97.1:**  
Tél.: 819-770-1040  
<https://wowfm.ca/contact>
- **Capitale Rock 96,5:**  
<http://www.gatineau.capitalerock.ca/contacts.php>

## ***Community Calendars***

**Ottawa Citizen's community calendar:**

<http://www.ottawacitizen.com/entertainment/events-listings/index.html?cbResetParam=1&Category=Fundraisers>

**Ottawa Business Journal:**

<http://www.obj.ca/contact?subject=event>

**Ottawa Start:**

[http://ottawastart.com/news\\_admin/welcome.php](http://ottawastart.com/news_admin/welcome.php)

**Rogers TV calendar:**

<http://www.rogerstv.com/page.aspx?lid=247&rid=4&cid=1229>