



## 2008 Ridgewood Turkey Trot

Client: MS Events

### SUMMARY

MS Events is a Triangle nonprofit dedicated to coordinating bike and foot races that raise funds and awareness for local causes. The organization began as a group of volunteers and continues today as such with nonprofit certification. MS Events raises funds for the National Multiple Sclerosis Society of Eastern North Carolina.

### ASSIGNMENT

Looking to build upon the success of the 2007 Turkey Trot, Articulon's assignment was to create a media relations plan that would garner attention for Raleigh's annual Thanksgiving Day event. Through the distribution of press releases, media follow-up and grassroots efforts, Articulon kept a steady stream of information in front of the media during the seven weeks leading up to the event. In addition, Articulon facilitated the partnership with 850 AM The Buzz / 620 AM The Bull in promotion of the event.

### RESULTS

The 2008 Ridgewood Turkey Trot was the most successful to date. More than 1,700 people participated in the event, raising more than \$18,500. Articulon's PR efforts produced nearly 3 million media impressions and garnered more than \$29,000 in public relations value. Coverage included:

- *The News & Observer* (online and print)
- WRAL-TV 5
- 850 AM The Buzz / 620 AM The Bull
  - o 30-second public service announcements (100 total)
  - o 25 on-air mentions of the event by show hosts


