

CASE STUDY



# 2009 St. Patty's Run Green 8K

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

MS Events secured Articulon to promote its new downtown race focused on sustainability and green practices to benefit the National Multiple Sclerosis Society of Eastern NC. Articulon developed an identity and a public relations plan for the race, designed to garner media coverage and attention.

PROGRAM ELEMENTS

- Media Relations
- Event Planning
- Copywriting
- Public Service Announcements
- Search Engine Optimization
- Web Site Design/Editing



RESULTS

- More than 900 runners attended the inaugural race.
- Articulon's efforts garnered nearly \$86,000 in PR value, while overall media impressions reached more than three million.
- Significant media coverage included:

Print

- News & Observer
- Independent Weekly
- Carolina Woman

Broadcast

- WRAL and WRAL on Fox50
- NBC 17 News
- ABC Eyewitness News

Online

- USAToday.com
- News & Observer
- Community Calendars
- Twitter Presence

