

From: Lisa Friel
Sent: Wednesday, October 10, 2018 12:08 PM
To: Undisclosed recipients:
Subject: Weston Anniversary Fund PR

Dear Friend,

Congratulations on your success with the Weston Anniversary Fund! We are all delighted that the Trustees are able to support your capital project and are looking forward to hearing how you get on.

We are planning national and regional PR about the fund and you may want to capitalise on that and do some local PR too. The more people that know about your organisation and its super work with the local community, the better!

With this in mind, our PR consultant has created a template that you may want to use with your local radio, TV or newspaper. You will see a few gaps where you can individualise the release for your organisation specifically.

If your organisation uses social media you may want to follow us or mention us as we will then retweet any tweets you make about the award. We are @GarfieldWFdn and use the hashtag #WestonAnniversaryFund.

Congratulations again and we hope that your local media joins us in celebrating your success.

With best wishes,

Garfield Weston Foundation Team