

## Race for Life 2019– January Sale Tool Kit

### Generic Information

Promotional Code: **RFL30**

Sign up link: <http://po.st/RFLNWest>

### Images

Please find attached a number different images that can be used to promote our January offer.

### Press Release

A template press release has been attached separately and can be used on the news section of your website.

Please also use the images sent to accompany the text.

### Twitter

Please see below a couple of example tweets that can be used to promote our January offer – please tweet as much as you can throughout the January Period.

We've also attached a bank of images that can accompany these tweets. If possible please tag any partners into the image that would be a great help in spreading the word event further.

Please also note that our 2019 events are open to all (women **and** men)

- Use the code 'RFL30' before 1 February 2019 and get 30% off adult entry. Join the #RaceforLife today: <http://po.st/RFLNWest>
- Get 30% off adult entry to the #RaceforLife using the code 'RFL30'. We suggest our local (**insert event**) at (**insert venue**) <http://po.st/RFLNWest>
- Start 2019 in the right way – do something for a good cause and join the #RaceforLife today. Get 30% off adult entry using the code: RFL30. <http://po.st/RFLNWest>

If you want to create your own all that we ask is you include one of the images and the following URL link: <http://po.st/RFLNWest>

### Facebook

Please see below an example post for Facebook that can be used to promote our January Offer. The Images we've sent across can also be used for Facebook so please select an image to accompany the post.

#### **MAKE A DATE TO JOIN YOUR LOCAL RACE FOR LIFE**

*We are encouraging people to get January off to a great start by making a date to join Cancer Research UK's Race for Life. And as an added incentive, there's 30% off entry fees during January with the code RFL30.*

*This year, for the first time, Cancer Research UK is inviting everyone in the area – women, men and children - to join the Race for Life.*

*You don't have to be sporty to take part. You don't need to train or compete against anyone else. All you need to do is go to the Race for Life website, pick an event, sign up and then have fun raising money in whatever way you like*

To find your local event and to sign up visit: <http://po.st/RFLNWest>

### **Leaflets/Posters**

If there's an opportunity to display any posters and leaflets with yourself or your partners then please let us know and we'll be happy to do so.

We also have some really good leaflet point of sale stands to accompany leaflet distribution.

### **Events**

If there are any local events that you feel could provide us with an opportunity to promote our Race for Life events at; both during January and in the run up to our events in the Spring/Summer then please let us know! We'd be happy to come along!

### **Other Opportunities**

If you'd like to get more involved with your local events then please get in touch, we're always on the look out to build local partnerships and have a variety of opportunities available. Additional opportunities include:

- Promotional/Activity Space on our event site on event day
- Dedicated corporate Waves at our Pretty Muddy Event
- Formal Race for Life official Partnership.

**THANK YOU FOR YOUR SUPPORT – THIS IS BEATING CANCER**