

Shannon Clark
ENGW 3301
Unit 2 Final Draft
10/18/13

Cover Note

For my professional document, I chose to write a packet of media tools that a public relations agency would send out for a client. Media tools are extremely important because they allow the media, typically journalists who would be writing about the company and or product, to get a sense of what the agency is pitching, and if it would be a good fit for one of their stories. Depending on the product and/or news being announced, the items in a press toolkit can often vary. In my toolkit, I decided to include an example of a pitch and an example of a press release.

A pitch would be given orally or via e-mail to a journalist. The document itself would not be sent in a media toolkit. The purpose of a pitch is to get the journalists interested in the topic that the media toolkit will be about, and to initially get the journalists to write about the topic or product. I will also be including a sample press release, which PR professionals use to announce their client's news. Press releases often announce new products, a new CEO, or a significant change in the company. Press releases can be strictly informational, but they are usually used to entice people to buy their product and/or services. Both pitches and press releases are essential materials for public relations professionals and journalists.

E-MAIL PITCH:

To: JohnDoe@bostonglobe.com
From: Shannon.clark@northeasternPR.com
Subject: Reebok and Red Bull team up for the 2013 X-Alps adventure race

Dear John,

I hope all is well at the Globe. Reebok and Red Bull have recently teamed up to co-sponsor the 2013 Red Bull X-Alps, the world's largest adventure race. Elite athletes fly in from all over the world to complete in the 1,000 KM journey that spans across the Alps from Austria to Monaco. Athletes are allowed to hike, run, and paraglide throughout the race.

Reebok will be providing all X-Alps athletes with gear to help them through their toughest hikes. The 2013 X-Alps coincides perfectly with the launch of Reebok's new trail shoe line. Reebok's new trail shoes are suitable for hikers of any level, and are made to maximize comfort during long hikes as well as provide stability and support while trekking through rough, uneven terrain, which all athletes will encounter while hiking and paragliding through the Alps. The trail shoe line will be available in stores on December 1. In addition to providing all athletes with gear, Reebok is individually sponsoring five X-Alps athletes.

Please join Reebok and Red Bull in their race to the finish with the 2013 X-Alps! If you are interested in receiving any information and/or product, speaking with a Reebok X-Alps athlete, or possibly attending an X-Alps media event, please let me know. In addition, there is also an opportunity for a select group of media to attend the X-Alps opening day in Salzburg, Austria on December 15. All interested media should reach out to me by October 31. Thank you so much for your time, and I look forward to speaking with you soon!

Best,
Shannon Clark
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REEBOK PARTNERS WITH RED BULL TO TAKE ON WORLD'S BIGGEST ADVENTURE RACE

Reebok Takes Its Partnership with Red Bull X-Alps 2013 to New Heights

Canton, Mass. – October 18, 2013 – Reebok today announced its collaboration with Red Bull to co-sponsor the 2013 Red Bull X-Alps – the world's largest and toughest adventure race. The Red Bull X-Alps will take place starting on December 15, and runs from Salzburg, Austria to Monaco. All athletes are invited to compete, and have 2 weeks to complete the 1,000 km distance by hiking and paragliding through the Alps. In order to help the athletes on their journey across the Alps, Reebok will be providing all race participants with gear from its 2013 hiking and trail shoe collection. Reebok's new trail shoes are suitable for hikers of any level, and are made to maximize comfort during long hikes as well as provide stability and support while trekking through rough, uneven terrain.

In addition to providing all athletes with gear, Reebok will be individually sponsoring five athletes – Michael Gebert of Germany, Kaoru Ogisawa of Japan, Clement Latour of France, Honza Rejmanek of America and Ferdinand Van Schelven of the Netherlands. The five athletes have a combined total of over 80 years of flying experience and are all well established in the field of adventure racing. Each athlete has participated in the Red Bull X-Alps prior to 2013, and brings unique knowledge and experience to the Reebok team.

- Michael Gebert from has finished in the top ten of every Red Bull X-Alps since 2005;
- Two-time Japanese paragliding champion Kaoru Ogisawa has been flying since 1987 and finished fifth in the 2007 Red Bull X-Alps;
- American Honza Rejmanek has taken part in each Red Bull X-Alps competition since 2007 and became the only American to podium when he finished 3rd in 2009;
- Ferdinand Van Schelven of the Netherlands entered the Red Bull X-Alps for the first time in 2011 and finished seventh. Van Schelven has also competed in the paragliding open in New Zealand, Monaco, and Belgium;
- World renowned paraglider and hiker Clement Latour of France first entered the Red Bull X-Alps in 2011 and placed eighth.

2013 marks the sixth edition of the Red Bull X-Alps. Every year, the course changes and increases in difficulty. This year's race is almost 200 km longer than 2011's race and will challenge competitors to travel non-stop across some of the most demanding and rough terrain spanning from Salzburg to Monaco. In 2013, the route passes some of the Alps' most impressive mountains and villages and includes 10 turn points where athletes will be able to check in and media will be present. This year's route will prove why the Red Bull X-Alps is considered to be the toughest adventure race in the world.

“Preparing and training for the X-Alps takes years of work and dedication,” said Michael Gebert, seasoned X-Alps competitor and Reebok athlete. “In addition to completing the race, which I hope to do this year, I would love to see hiking and paragliding grow as sports. Both have been passions of my since I was young, and it’s great to see an increased interest in the two sports over the past few years. Reebok has been a huge proponent of the growth of the sports, and they have been great to work with.”

The Red Bull X-Alps collaboration joins Reebok’s growing list of ongoing partnerships and sponsorships, and fits perfectly into Reebok’s mission to become to home of fitness, and all related activities. In addition, the X-Alps comes around just in time for the launch of Reebok’s hiking and trail show line. “Reebok’s new hiking and trail sports line is perfect for anything from going on casual hikes with my family to trekking through the Alps, which feature some of the toughest hiking terrain in the world,” said X-Alps competitor Honza Rejmanek, who often goes hiking with his wife and 4 year old son.

For further information on Reebok, the 2013 X-Alps, and Reebok’s new trail shoe collection, visit www.reebok.com.

Contact:
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Sources

"Red Bull X-Alps 2013." Red Bull X-Alps 2013. N.p., n.d. Web. 17 Oct. 2013.

<<http://www.redbullxalps.com>>.

"Reebok - Official Store for Reebok Shoes, Apparel, CrossFit, Classics, and More."

Reebok - Official Store for Reebok Shoes, Apparel, CrossFit, Classics, and More. N.p.,

n.d. Web. 17 Oct. 2013. <<http://shop.reebok.com/us/>>.