

SUCCESSFULLY APPROACHING THE PRESS

Foreword from our outreach coordinator Lara Eastburn.

Betty Lucas from Lucas Hooping, our host in the San Francisco Bay area, wrote us to let us know what's working - and isn't - for her as regards the press. We found her feedback helpful, so we're passing it on to you!

You can choose to use our standard press release (hosts have typically received very little to no response from local media) or adapt Betty's personal letter to the editor (successful in the Bay Area).

It's an important reminder that hooping is, after all, *personal*. And in the end it may well be your real-life and LOCAL stories that the media finds news-worthy. It needn't be (and in fact, *shouldn't* be) lengthy- Betty's letter below as an example.

All of your feedback is used to help others - let us know what you're learning and help us make these screenings successful for all those who host them.

Thank you - and let me know what we can do to help.

Lara

Dear Editor,

As one of many East Bay residents, I've latched onto a growing exercise phenomenon sweeping the nation called "hooping," that is not to be confused with basketball, also known as "Hoopdance." In my 50s I wanted to find a fun, yet weight bearing exercise to strengthen my aging bones. Now pushing 60, I teach Hoopdance and HoopChi locally and internationally. I also offer FREE local hoop gatherings. I hope you will share these fun hooping events with your readers.

- Free every Sunday at Oakland's Jack London Farmer's Market from 11am-1pm, people of all ages stop by to give the hoop a whirl (starting March 4).
- FREE during April's Bay Area Dance week and throughout the Summer, I offer FREE hoop classes at Oakland's Lake Temescal park.
- For the first time in California, THE HOOPING LIFE movie will be premiered on March 24, at Rhythmix Cultural Works in Alameda, a studio where I teach a weekly hoop class. This one-hour documentary follows 8 people whose lives were changed and inspired by the hoop, an entrepreneur's guide to happiness. There will be live hoop performances and a hoop jam after the movie. Anyone with a dream will be inspired by this film.