World Eye Cancer Hope
life and sight for every child

Community Calendar Listings

- Daily publications - send your information 2-3 weeks before the event.
- Weekly publications - send your information one month before the event.

Call the publication and ask to speak with someone at the community listings desk. Check whether they have a standard format that you should follow for presenting information, and confirm their preferred method of receiving this information (fax? email?). Once you have sent the information, follow-up to make sure they received it, and answer any questions they may have.

When sending your listing details, address your letter or email as follows:

Community Calendar Listings
Name of Media
Address

Include the following information:

- EVENT NAME
- LOCATION [venue name]
- DATE [day, date – spell the month rather than numbering it, to avoid confusion]
- TIME [clearly indicate am or pm]
- EVENT DESCRIPTION [limit to 2 sentences or less].
- SPONSOR [business, organisation or family]
- BENEFICIARY: World Eye Cancer Hope
- COST [any entry fee, freewill donations, sale etc]
- EVENT LOCATION [full street address – provide directions, if needed].
- EVENT CONTACT [phone, email, website]
- CHARITY CONTACT [www.wechope.org]

Below is an example of how a listing is likely to appear in print:

Busy Bees Club. Sat, May 19, 2016, 1 p.m. Sunny Meadow children will hold a tasty Daisy Bake fundraiser to benefit World Eye Cancer Hope (www.wechope.org) and children with eye cancer around the world. Enjoy delicious brownies, cupcakes and cookies, baked by the youngsters and community members – because it's crunch time for children with eye cancer! 10 Green Lane, Sunny Meadow. Donations welcomed. For more information, 123-456-7890 or visit www.busybees.com.

Online Calendar Listings

Many newspapers, TV and radio stations now accept submission of calendar listings directly through their website. Look for the "what's on" or "events" section, and enter your details into the submission form. When writing your event description, include information about who, what, where, when, why, how much and other important details in the specified word limit.