



SWEETEST BAKERY IN CANADA™ 2019

PR Tips

Thank you for participating in The Sweetest Bakery in Canada™ Contest! As part of your journey to become the next Sweetest Bakery in Canada™, we encourage you to share your participation with your community through local public relations efforts.

Below are some PR tips and recommendations to help generate interest from local news to promote your participation and encourage your customers and community members to vote:

- Utilize the press release template (here) to contact your local media – print, online and broadcast media regularly use press releases to draft their stories.
 - Use the material from the press release to share contest information in other ways, such as posting on your website, sending to local newsletters, creating flyers and other handouts, and developing in-store promotional materials.
 - Reporter and general news desk email addresses are typically available on the outlet's website as "Contact Newsroom" or a breakout of reporters.
 - If you don't get a response right away, don't give up. Reporters receive a lot of leads on stories, so following-up via phone and email is very typical.
- Don't forget to add a custom quote to the release, sharing your pride for your bakery and thanking your community for their support.
- Sharing pictures of your store and interaction with the community will help make your story more compelling to reporters.
- Post on your social media channels throughout the contest, encouraging your online followers to vote for your bakery.
 - Continue to post on social channels regularly throughout the contest to remind customers to vote daily.
- In addition to posting on social media, share the news via your website, newsletter and all other channels of customer engagement to further elevate your participation.

At Dawn, we create our promotions – like Sweetest Bakery in Canada™ – to help you grow your business, with the goal of boosting sales, driving traffic, improving loyalty and making your bakery top of mind in your community. We hope the above tips will help increase customer participation and look forward to seeing who will be named 2019's Sweetest Bakery in Canada™ winner.

Good luck!

Best,

The Dawn Foods Team