



HOW TO PUBLICIZE AN EVENT

The group you are targeting for your event will determine the extent of your advertising. If it is a neighborhood event, you would obviously keep it local. If you want to involve the entire City, cast your net wider. Whether you are writing a press release or a flyer, be sure to include information regarding the event, date, time, place, address, how to find more information via a web site or contact person and phone number, and sponsor. Keep it simple and clear. Here are some ideas of ways to publicize your event. Ask permission when appropriate.

- Article in neighborhood newsletter and neighborhood Web site.
- Press release to Shoreline Enterprise – shoreline@heraldnet.com.
- An article in Shoreline Enterprise. Call (425) 673-6500 if you can line up photos or interviews of interest.
- Post flyers at local businesses, restaurants, libraries, schools, day care centers, senior centers and churches
- Post flyers on bulletin boards in grocery stores, coffee shops, post offices or any business that has one available for community notices
- Leave stack of flyers at local library or at checkout stands in local grocery store
- Pass out flyers at youth sporting events, club meetings, etc.
- Sign on neighborhood kiosk
- Banners
- Message on readerboards (ask real estate agents, dental offices, etc.)
- Announcement at community meetings
- Email to member list, neighbors, friends, family, etc.
- Ask to post on the City of Shoreline Web site by calling the city's Neighborhood Coordinator at (206) 801-2253
- Word of mouth—talk it up wherever you go!