

# ANNE KLEIN COMMUNICATIONS GROUP

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## **Generating Media Coverage for the Michael Robert Horrocks Memorial Playground Fundraising Kickoff & Ribbon Cutting** One in a Series of Award-Winning Solutions

### **The Challenge:**

Gain local media coverage of a fundraising kickoff and ribbon cutting in order to construct an elementary school playground dedicated to Michael Horrocks, the first officer of United Flight 175, one of the aircraft that was forced by terrorists to crash into the World Trade Center on September 11, 2001.

### **Results:**

- Nine area newspapers ran coverage of the dedication and ribbon cutting. Broadcast coverage included an extensive feature on NBC, coverage by the CBS, ABC and WB Philadelphia affiliates, and mention on the Philadelphia all-news radio station.
- Donors included more than 75 corporations and 55 individuals. Cash contributions and in-kind donations for the Michael Horrocks Memorial Playground Fund exceeded the projected construction cost. The balance was used to fund ongoing maintenance.
- Glenwood Elementary School students and the Horrocks family were pleased with the outcome. “We cannot and will not ever be able to express our thanks for the healing opportunity that you have gifted our family with today,” said Miriam Horrocks in a letter to Kravco Company, the real estate development corporation that spearheaded the project.

### **Background:**

Employees working for Anne Klein Communications Group client, Kravco Company, wanted to do something constructive to help people directly affected by the events of September 11. Kravco identified Michael Horrocks of nearby Glen Mills, Pa., who left behind his widow, Miriam, and two school-age children. Since Michael spent a considerable amount of time volunteering at his children’s school, Miriam asked that funds be raised for the renovation of the Glenwood Elementary School’s playground, which would then be dedicated to Michael’s memory.

### **The Campaign:**

The Kravco team planned two events, both requiring highly focused public relations support, to fulfill the dream of the Horrocks family to honor their father and husband with a new school playground. The fundraising kickoff would announce the project and raise the money needed to fund the playground. The ribbon-cutting would celebrate the completed playground and honor the donors, supporters and leaders of the playground project. AKCG was tapped to ensure extensive media coverage.

AKCG developed a media alert and news release prior to the fundraising kick-off. The account team interviewed people involved with the project in order to infuse the memory of Michael Horrocks into the news release. AKCG followed up the publicity materials with phone calls to select major media outlets in the Philadelphia market, and e-mailed an artist’s rendering of the planned playground. For the dedication and ribbon cutting event six months later, AKCG issued a media alert and made follow-up phone calls to selected reporters. More than 530 people attended the ribbon-cutting event.

*To learn more about how Anne Klein Communications Group can establish a successful media relations campaign for your organization, please call and ask for Anne Klein or Chris Lukach.*