Everyone loves a feel-good event *with* pets or *for* the pets!

*Quick tips on how to promote your World’s Largest Pet Walk event*

1. **Social Media**- tell your Facebook friends, Twitter followers, YouTube Channel subscribers and more about your upcoming event. Create an official event through Facebook and invite people to it that way so you can track attendance and increase reach.

2. **Local media**- we’ve given you a sample media advisory to alert the media of your upcoming event. Here are some simple steps to follow to increase your chances of them promoting the event:
   a. [Google the top news outlets in your area including main networks, Fox, CBS, NBC and ABC as well as local newspapers](#)
   b. Find the assignment desk contact via the website and email them a personal note along with your press release
   c. Follow up with a phone call a day or so later if you do not hear back

3. Add your event to any **online calendars**. Many local news and city sites have calendars of events in the area. Add information about the event, keeping it simple, but informative.