

October

Framing
black
and
white
images

Ad Hoc Press Release – Framing Black and White Images

The correct choice of artwork and frames can add important finishing touches to the interior design of your home. Despite ever changing interior design trends, black and white images and photographs continue to be a popular choice.

This release offers tips and advice for framing black and white artwork and photographs. It is a generic release that can be used at any time. It works well targeted at home/ lifestyle sections.

Supporting documents

- [Template press release](#)

Seasonal Event - National Poetry Day

National Poetry Day is the 9th October and this year's theme is Work. The idea is to use this as a hook to create displays within the store/ gallery or as the basis for an in-store event.

You can link with a local poetry group to hold readings in store or maybe run a competition for people to have their poems professionally illustrated and framed.

The purpose of these activities is to promote the message that it's not just art that you can frame and hang on the wall. Favourite poems or people's own creative writing also look great and create a talking point.

Supporting documents

- [Event planning checklist](#)
- [Template press release for local media](#)
- [Template diary note for local media](#)





In Store Events – Children's Frame Design

This involves linking with a local school to run a competition for the children to design their own frames. Each child would receive a bare wood frame which they can customise any way they want. The frames (or a selection of the best frames) could then be put on display in the store/ gallery for customers and friends and family of the children to come and see. This offers a fantastic photo opportunity for the local media.

This type of event works as a way of generating visitors to store, a good example of CSR in your local community and strengthening links and contacts with the local school which may generate further business.

Supporting documents

- [Template letter to schools](#)
- [Template press release for local media](#)