

## April

### Seasonal Press Release – Sporting Achievements / Marathon

This press release uses the London Marathon as a hook to talk about commemorating sporting achievements. Although most people don't run marathons, many will take part in some form of sport and are likely to have mementoes just lying in a drawer.

It looks at the variety of items which can be framed, gifts for friends and family and conservation framing to help preserve items for the future.

#### Supporting documents

- [Template press release](#)

### Seasonal Event - April Fools Day

For the perfect April Fools stunt, join together with nearby retailers and swap window displays for the day. This offers a fantastic photo opportunity for the local press, which will raise awareness about your own business and of other local traders. The more stores you can get involved the better!

#### Supporting documents

- [Template photo call for local media](#)

### In Store Events - Sporting Events

Key sporting events offer an ideal opportunity to create themed window displays. As well as providing a seasonal hook they can be used to promote sports memorabilia or sports related art. You can then combine this with a sales promotion on sports related items or general incentives available for the duration of the sports event.

#### Supporting documents

- [Template letter to customers](#)