

July



Ad Hoc Press Release – Movie Memorabilia

Cinema releases offer a great news hook for talking about movie memorabilia and this release encourages people to think about different ways in which they can preserve and display movie memorabilia and souvenirs and advice for those interested in becoming collectors.

Supporting documents

- [Press release template](#)



Seasonal Event – Graduation

Most universities and colleges hold graduations from September to November and framed graduation photographs are perfect gifts for parents or grandparents and a framed degree certificate makes an ideal keepsake. There are several ways in which you can take advantage of graduation season:

- Contact your local universities and colleges to see if you can place a leaflet or framing voucher in the graduation information packs which are sent out to students.
- Some establishments may allow you to put up a small display at the reception after the ceremony. You can use this to demonstrate how photographs/ certificates can be framed and enhanced with different options on display.
- Create a themed window display within your shop to get customers thinking about what you can do with graduation memorabilia.
- Combine your activity with an appropriate promotional offer.

Supporting documents

- [Template letter](#)



In Store Events – Regional Summer Events

During the Summer there are a whole host of regional community events from small scale fetes to grand carnivals and county shows. These offer excellent opportunities to get out and promote your business to people who would not normally visit your store.

Find out what events are happening in your local area and investigate ways in which you can get involved. It may simply mean booking a stand to showcase your latest products, or perhaps offering your services to provide framed certificates or pictures of competition winners/ carnival queens etc.

Supporting documents

- [List of potential sources of information on regional events](#)
- [Template letter to event organisers](#)



Competitions – Wedding Fever

Weddings are becoming more of an all year event with more and more people choosing Autumn and Winter weddings. Link with a local photographer to offer a joint competition to win your wedding photography taken and framed.

You can either run this as an in-store competition which you promote through window displays, local media, wedding fairs etc. Alternatively you can offer it as a newspaper competition similar to other competitions in the PR Toolkit.

Supporting documents

- [Template press release for local media \(if running in-store competition\)](#)
- [Template competition copy \(if running as a newspaper competition\)](#)