

DISTRICT 5130 CLUB RESOURCE

Club Media Kit

Editable media templates for local World Polio Torch Relay events

HOW TO USE THIS KIT

Replace every bracketed field, obtain club approval, and send materials from a named club contact. Use the strongest local angle: community participation, youth involvement, an elected official, a public handoff or a local landmark.

Local press release template

FOR IMMEDIATE RELEASE**[ROTARY CLUB NAME] Joins District 5130 World Polio Torch Relay**

[CITY, CALIF.] - The Rotary Club of [CLUB NAME] will welcome the District 5130 World Polio Torch Relay on [DATE] at [TIME] at [LOCATION]. The local event is part of a district-wide journey from Crescent City to Petaluma, October 2-24, 2026, supporting Rotary's commitment to eradicate polio worldwide.

Community members are invited to [WALK/RUN/RIDE/ATTEND] and participate in [BRIEF LOCAL EVENT DESCRIPTION]. The event will include [TORCH HANDOFF / YOUTH PARTICIPATION / LOCAL OFFICIALS / COMMUNITY PARTNERS].

"[INSERT A SHORT QUOTE ABOUT COMMUNITY, ROTARY AND ENDING POLIO]," said [NAME, TITLE].

Rotary and its partners have reduced polio cases by 99.9 percent worldwide. Continued awareness, advocacy and fundraising remain essential until polio is ended everywhere.

Event details: [DATE] | [TIME] | [LOCATION] | [PUBLIC PARTICIPATION INFORMATION]

Media contact: [NAME] | [PHONE] | [EMAIL] | [CLUB WEBSITE]

Media alert template

Send 7-10 days before the event and again approximately 48 hours beforehand.

WHAT: Rotary Club of [CLUB] World Polio Torch Relay event

WHEN: [DAY, DATE, TIME]

WHERE: [VENUE, STREET ADDRESS, CITY]

WHO: Rotary members, community partners, youth, officials and members of the public

VISUALS: Torch arrival and handoff, participants in motion, Rotary branding and group photograph

WHY: To raise awareness and support for Rotary's global effort to end polio

CONTACT: [NAME, MOBILE PHONE, EMAIL]

Short media pitch email

Subject: Local Rotary Club Welcomes World Polio Torch on [DATE]

Hello [NAME],

The Rotary Club of [CLUB] will host a highly visual World Polio Torch Relay event on [DATE] at [LOCATION]. The event will feature [LOCAL VISUAL/NEWS ANGLE] as the Torch travels through District 5130 from Crescent City to Petaluma.

We would be pleased to arrange an interview and provide photographs, event details and local participants. I have attached the media alert for your consideration.

Thank you,

[NAME]

[ROLE / CLUB]

[MOBILE PHONE]

[EMAIL]

Media outreach checklist

- ☐ Local newspaper and online news outlet
- ☐ Community calendar and newsletter
- ☐ Radio and television assignment desks
- ☐ Chamber of Commerce
- ☐ City and county communications offices
- ☐ School district or youth-organization communications
- ☐ Community bloggers and local-interest publications
- ☐ District 5130 Public Image contact

Before sending

- Confirm date, time, address and public participation details.
- Identify one spokesperson and one mobile media contact.
- Check the spelling and titles of officials, partners and sponsors.
- Attach or link to one approved, high-resolution Torch graphic.
- Follow up once; do not repeatedly contact a newsroom.