



Welcome aboard the Red Card Cancer community!

Before you get started your RCC event, we would like to explain some important things that will assist in your efforts.

Please review the *Red Card Cancer Playbook* to identify some amazing ideas to help inspire your Red Card Cancer event(s).

- Attached in this media kit is a:
 - Red Card Cancer high resolution logo's
 - A wrapper to tape to donation containers
 - Media Instructions (this document)
 - Pledge Form
- If you are planning to have an article written about your Red Card Cancer event via school website, local/regional newspaper or other sources please indicate the following in the article:

An article used to advertise for the event:

- Date/ place/ name of your event (i.e. Wildwood Express Soccer Classic)
- Teams involved in donations or charitable doings.
- What will be done to raise funds.
- What fans/parents can do to help.
- Mention at end of article of RedCardCancer.org & Facebook.com/RedCardCancer.

An article to recap the event:

- Date/ place/ name of your event (i.e. Wildwood Express Soccer Classic).
- Teams involved in donations or charitable doings.
- What was done to fundraise.
- How much was raised.
- Mention at end of article of RedCardCancer.org & Facebook.com/RedCardCancer.

** Feel free to add anything else that you think may have a positive impact on your event and Red Card Cancer.*