

Media Kit Client: Patagonia

**Introduction:**

The client I have chosen is Patagonia - Patagonia is a company that designs and produces outdoor clothing and high-performance gear for durability and comfort. Another important factor about who Patagonia is, is that they strive to be environmentally conscious, the company's core values are Quality, Integrity, and Environmentalism. The event I am creating is the largest hiking trail cleanup in Ventura California. Located on the Sulphur Mountain Road Trail. This is an important event for my client Patagonia because Ventura California is the home of where the company originated. A trail cleanup in a location where the company's heart is. Two specific news sources that I will be targeting are National Geographic and CNN. National Geographic because they focus on environmental articles and would be very interested in covering an event as large as this and revolving around the Patagonia company. I chose CNN as well because they have turned to a moderate but starting to lean more liberal news outlet and they would be interested in this event because it involves conservation of the hiking trails in Ventura, California.

**Pitch Letters:**



**MEDIA CONTACT:**

Julianne Gantar  
Public Relations Inc, Whitewater WI  
224.577.8599  
Gantarje06@uww.edu

Dear National Geographic,

My client Patagonia is hosting the largest hiking train cleanup to have ever been done. It'll be flooded with nature and hiking enthusiasts

- Ventura, California
- Sulphur Mountain Road Trail
- Saturday March 13<sup>th</sup> 2021.

Let me know if National Geographic is interested in covering this event!

Regards,

Julianne Gantar



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Public Relations Inc, Whitewater WI  
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Dear CNN News,

My client Patagonia is hosting the largest hiking trail cleanup to have ever taken place. There will be tons of environmentalists with stories that should be heard about their experiences on the trails.

- Ventura California
- Sulphur Mountain Road Trail
- Saturday Marth 13<sup>th</sup>

Let me know if CNN is interested in doing some coverage for this event!

Regards,

Julianne Gantar

**Fact Sheet:**



## Fact Sheet

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**For Immediate Release:**

**MEDIA CONTACT:**

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### Largest Hiking Trail Clean Up in Ventura California

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- Location: Ventura, California
  - The Sulphur Mountain Road Trail
- Saturday March 13<sup>th</sup> 2021
- Patagonia will be hosting this large Trail Clean up event to give back to the community where their company all started.
- Aiming for coverage from news outlet CNN to get the word out and get people to jump in and get involved
- Journalists from National Geographic to talk to participants of the event on their love and interest of the trails along with their personal experiences from the event

**Press release:**



Julianne Gantar  
Email: Gantarje06@uww.edu

WHITEWATER, WI November 2020

Patagonia is announcing their newest event: The largest hiking trail clean up in Ventura California. This trail clean-up will be an act of giving back to the community that the company originated from. The event will take place in Patagonia's own, Ventura California – The Sulfur Mountain Road Trail. The event is set to take place on Saturday March 13<sup>th</sup> 2020. The trail runs 10.4 miles long and the event will be open for hundreds of volunteers to participate in this event. Patagonia will be donating funds to provide drinks and snacks to all volunteers.

News coverage will consist of many reporters, specifically some from CNN news aiming to get the word out about this event and the main event of the trail clean up. Journalists from National Geographic will also be present at the event looking to speak to participants of the trail clean up as well as past hikers willing to describe their experiences on the trail.

**Boilerplate:** About Patagonia, the company designs and produces outwear clothing and high-performance gear for durability and comfort. Another important factor about who Patagonia is, is that they strive to be environmentally conscious, the company's core values are Quality, Integrity, and Environmentalism.

**Multimedia with captions:**

These photos relate to the event because both of these photos are from Trail.



Caption: Local trail hikers in the middle of a 5 night camping trip.



Caption: Photo of trail ahead.

**Social media message:**  
Instagram and Facebook

**Instagram:**

I chose to create a social media message using Instagram because this site has the ability to reach the young target market we are looking aiming for. Instagram's ability to create posts and story updates will be useful because we will be creating multiple image postings prior to the event and on the day of the event will be updating our Instagram Story with updates on how many people volunteered, what areas have been cleaned, and where we need our volunteers next.



Facebook:

I chose to create a social media message using Facebook because it will reach the older crowds of people we are also targeting for this event. We are hoping that hiking enthusiasts will be sharing our posts onto their pages and groups to get their friends interested. Along with a Facebook post, I will be using the Facebook event option to create a detailed event page with everything people need to know about this event while enabling their RSVP option.

