

# **INTERNATIONAL FIREWALK DAY**

7<sup>TH</sup> April 2017



# Promoting your event

There are many things that you can do to promote your International Firewalk Day event which in turn promotes Firewalking, You, Your Firewalks and Your Business/Brand.

## First things first!

Have a read through the FAQ section on the International Firewalk Day website - <https://firewalkday.com/faq/>. This should give you all the information you need to plan and create your own event.

As soon as you have planned your event, register it on [www.firewalkday.com](http://www.firewalkday.com). When we receive your submission, we will contact you for additional information and a logo or image that can be used for your listing.

## Then....

If you have a website, make sure you add your International Firewalk Day to it. Especially, if this is how people will book or confirm their place at your event.

If you don't use a website, make sure you talk about it on your Social Media sites (Facebook, Twitter, Instagram, etc.) and if you are using Facebook, considering creating an event. This link will help you if you haven't created an event before - <https://www.facebook.com/help/210413455658361>.

## Hashtags

When promoting or talking about your event on Social Media use the following hashtags:

#firewalkday  
#firewalkday2018

We will keep an eye on these and share your posts. Collectively, it would be great if we could all **share any posts using these hashtags**. The more "chatter" there is online the better. This is a chance to promote Firewalking to the World and that will be good for you as a Firewalk Instructor, whether you do it for fun, spirit or as a business (maybe a bit of all three).

## Media/Press Release

International Firewalk Day is a unique Global Event and that should gather some media attention.

It is best to be organised for this media attention, and it is advisable to send out a Press Release. At the end of the day, you could be the Greatest Firewalk Instructor in the world, yet no one has heard of you. Get the message out there. Make a list of newspapers (physical and online), radio stations, TV stations, bloggers, podcasters, YouTubers, etc and send them a Press Release.

Hopefully this will give your International Firewalk Day event an extra push, attract more people to it and raise awareness of Firewalking, You and Your Business/Brand.

We recommend sending your Press Releases in early to mid-March and then following up/reminding at the start of April. It would also be a good idea to include a high resolution Firewalk photograph. Make sure it is your own image and if it isn't, seek permission from whoever own the image. Note: the media are not so interested in logos.

On the next page is a Sample Press Release. The parts in *italics* are notes to help you make the Press Release specific to you. Feel free to edit the rest of it as necessary. Spark their imagination for this event. You could invite the press to come along too.

## Sample Press Release

International Firewalk Day

On Saturday 7<sup>th</sup> April 2018 the world will be celebrating International Firewalk Day.

Firewalking is a tool used all over the world to help people overcome limiting beliefs that prevent them from using their full potential. International Firewalk Day is putting the spotlight on this ancient method to free people from their unnecessary fears.

International Firewalk Day is an annual event taking place on the first Saturday in April, and this is its first year.

It is estimated that only 5 – 6 million people have walked on Fire and this day is an opportunity for many more to experience the joy, wisdom and personal development that can come with Firewalking.

Firewalking is an ancient tradition across all the continents and while it has died out in some countries, it is still a living tradition in many. Since the 1970's it has become more accessible in Western Culture and now there are Firewalk Instructors in most countries on the planet.

International Firewalk is also an opportunity for these Firewalk Instructors to celebrate and share this wonderful, life-changing activity with the rest of the world. This worldwide event is taking part in *12 countries (confirm number of countries on the website before sending)* across the Globe, including *(enter your own country/region/city)*.

Here, it will be celebrated with a Firewalk at *(venue with address)* led by *(name of instructor and company if relevant)*. The Firewalk starts at *(time for start of event)*. All are welcome to attend *(you will need to make this part relevant to your event – maybe it is restricted? Maybe there are costs?)*

*Enter your name* is a certified Firewalk Instructor... *enter a brief presentation about yourself*

END

Contact Name:

Telephone:

Email:

Attached is a photograph of a Firewalk in *(include details)*.

## **Long Term**

Thinking ahead, and how we can make this a successful annual event, there are a few things to do:

- Keep a record of any media coverage and share it with us so we can share it for you too.
- Consider event photography and videos. We would love to get footage and photos of all the different International Firewalk Day events and create a video that can be shared. Of course, crediting all those who take part.

## **Finally, for now...**

Thanks again for taking part in International Firewalk Day. Without your contribution and event, this would only be a dream. We really wish you every success with your event and if we can help in any way, please ask.