



Good Food  
Cardiff  
Autumn Festival



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## Promoting your event

Depending on the size and scope of your event, there are different ways you can promote it - from a simple invitation to your neighbours, to a press release for local media.

Here are some ideas for how to promote your event:

1. Let Food Cardiff know about your event so it can be included in the Autumn Festival media campaign and social media posts. Throughout the course of the Festival, we will be promoting all of the different events.  
If you tag us in a post on social media, we will be sure to share it - and we will be promoting any events taking place as part of the Autumn Festival, so be sure to keep us updated on your plans. This includes being featured on the official events schedule, and featured in weekly events updates on our social media page. Sharing posts by other organisations participating in the Good Food Cardiff Autumn Festival is a good way of building a following and promoting your own events. Equally, posting (and engaging with posts) marked with the official #Goodfoodcardiff hashtag will increase your own visibility. Remember to keep engaging with followers and responding to their comments as a way of maintaining your presence.  
**If you have any queries regarding social media, or do not have a social media account and wish us to post an update on your behalf, please contact the Events Assistant, Ashley Wild at [aw.ashleywild@gmail.com](mailto:aw.ashleywild@gmail.com)**
2. Send a press release to local media - think about the outlets that cover your area. That could be online media, community radio stations, local news blogs or newspapers. There is a template you can use to help with writing the story in this toolkit. Food Cardiff will be promoting the overall festival with Welsh media such as BBC Wales, ITV Wales and WalesOnline.
3. Most areas of Cardiff have bloggers who write about local news, food and drink - a google search will show you who covers your area or would be interested in your event. Many will have contact information on their blog or through social media channels - email or DM to let them know about your event, why they might be interested and what they could write about. Think about the sort of pictures and video that they might also be able to capture.



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4. Why not invite your [local councillors](#), [Senedd Members](#) or [MP](#) (click the links to find out who represents your area). They can help to connect you with other organisations, will be supportive of events that are happening in their constituency/ward and may be able to promote your event through newsletters and social media.
5. For smaller neighbourhood events, a personal invitation works well. Post a card or make a simple flyer to invite people to join your event - there's some sample invitation text you can use in this toolkit. Ask neighbours to help with translation so you can send your invitation in the languages spoken in your area.
6. For larger events or to promote online workshops, it's easy to create a Facebook event which you can promote to all your friends and ask them to share. Here is the Facebook [guide to creating and managing an event](#).
7. Neighbourhood Facebook or WhatsApp groups have sprung up across the city during lockdown. They will be a good platform to recruit people to help organise and share events. There's a handy guide to the Mutual Aid groups that were set up around Cardiff [here](#). Increasingly, people have been using out local apps like [Nextdoor](#) - check out what's going on in your area and share your plans.

## Templates for promoting your event

### 1. Press release

Some tips for a good press release:

- Cover the main points of the story in the opening paragraph
- Make sure you cover the main points early on - what, who, how, where and why
- Keep the language factual and simple - avoid opinion or exaggeration
- Include quotes from the main people involved
- Don't forget to include your contact details

*Here's an example - we've chosen a plant swap. You can follow the template by replacing the **highlighted** text with similar details for your own event:*



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### Over 1,000 plants on offer in autumn veg swap - Good Food Cardiff Autumn Festival

More than 1,000 autumn vegetable seedlings will be offered to Cathays residents by the Community Garden this weekend (DATE). Local people will be able to collect the plants to grow on in their own gardens, as well as bringing their own seeds and plants to swap with others.

The event is part of the city-wide Good Food Cardiff Autumn Festival which is expecting to involve more than 1,200 people in growing, cooking and community sharing events throughout the city. The Festival runs from 12 September to World Food Day on 16 October.

The Cathays Community Plant Swap is open for any local residents on Saturday and Sunday (10am - 4pm) at the Community Garden. Volunteers at the Garden have grown the vegetable plants to give away to encourage more people locally to try growing their own food at home. The gardeners will also be on hand to share growing tips to give people the skills, knowledge and confidence to grow successfully.

Garden Coordinator, Jane Jones said:

“Growing is great fun and we see the huge benefits that all our volunteers take from their time with us at the Gardens. But there’s also an important message behind the festival. Too many people in Cardiff are struggling to get access to the food they need. Growing your own food at home is a great way to inspire an interest in cooking, to encourage families to be more adventurous in what they eat and, of course, to provide low cost produce to supplement the weekly shop.

“The Festival is also aiming to tackle the problems of loneliness and isolation. Community growing is a great way to meet new people, learn new skills and make lasting friendships in the local area,” she said.

Pearl Costello is the festival organiser and Sustainable Food City co-ordinator at Food Cardiff. She explained:

“The problems of food insecurity, loneliness and isolation have been exacerbated by Covid-19 so we are continuing our work to bring communities together around growing, cooking and sharing food.

“The Good Food Cardiff Autumn Festival builds on the success of the summer’s Cardiff Growing Together programme which saw more than 14,000 plants, seeds and growing kits distributed to over 3,000 households.



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“The festival will also be an opportunity to celebrate all of the fantastic work that community groups have done to keep the city fed and to bring us together through lockdown.

“By making people more aware of the groups and support available in their local area, and providing opportunities to connect with their neighbours we can also help to build more resilient communities throughout the city,” she said.

-ends-

For more information contact:

Name:

Organisation

Title:

Email:

Mobile:

## 2. Invitation

*If you're writing in invitation to get friends and neighbours involved, here's some text to get you started. Swap out the **highlighted** bits for your event details.*

Hi Neighbour!

Would you like to join us for the Good Food Cardiff Autumn Festival?

All over the city this month, people are organising events to celebrate growing, cooking and eating together. We'd like our **street** to be involved so on the **Day** of **Month** at **Time** we're organising a Neighborhood Picnic.

To keep us all Covid-safe we'll meet at **Local Park** with our own blankets and chairs and bring food we've prepared. If you've been growing your own food at home, why not use that and you can share your gardening successes with everyone so we can all pick up some tips.

We're hoping to have some entertainment too, so if you've got any musical talents in your household, let us know and perhaps they can play at the picnic.

Let us know if you can join us by **email/phone/WhatsApp** and you can find out more about the Festival and the other events happening here: <https://foodcardiff.com>



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### 3. Website or e-newsletter text

Based on our press release example here's some adapted text which is more suited to a website or e-newsletter. Once again, just adapt the **highlighted** sections to fit your event.

#### **We're taking part in the Good Food Cardiff Autumn Festival**

This month we're joining with organisations across the city to be part of the Good Food Cardiff Autumn Festival. The Festival runs from 12 September to World Food Day on 16 October and is expected to involve more than 1,200 people in growing, cooking and community sharing events throughout the city.

For our event, we'll have more than 1,000 autumn vegetable seedlings on offer for Cathays residents to pick up from the Community Garden this weekend (DATE). You can drop in on Saturday and Sunday (10am - 4pm) to collect the plants to grow on in your own gardens, as well as bringing your own seeds and plants to swap with others.

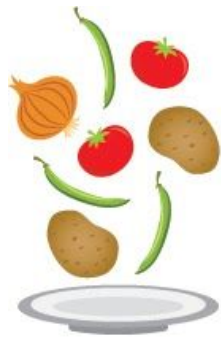
Our volunteers at the Garden have grown the vegetable plants to give away to encourage more people locally to try growing their own food at home. They'll also be on hand to share growing tips to help you with the skills, knowledge and confidence to grow successfully.

As well as sharing our love for growing, there's an important message behind the festival. Too many people in Cardiff are struggling to get access to the food they need. Growing your own food at home is a great way to inspire an interest in cooking, to encourage families to be more adventurous in what they eat and, of course, to provide low cost produce to supplement the weekly shop.

The Festival is also aiming to tackle the problems of loneliness and isolation - and we all know that community growing is a great way to meet new people, learn new skills and make lasting friendships in the local area.

By taking part, we're helping to make people more aware of the groups and support available in their local area, and providing opportunities to connect with their neighbours, which in turn, helps to build more resilient communities. And it's a great opportunity to celebrate all of the fantastic work that community groups have done to keep the city fed and to bring us together through lockdown.

To get involved contact: YOUR NAME



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#### 4. Example social media posts

*When sharing content about your event on Facebook, twitter or Instagram, don't forget to tag @goodfoodcardiff and/or use the hashtag #GoodFoodCardiff. Here's some examples of how you could mention the Festival*

We're working together to get Cardiff growing - help us tackle food insecurity in the city during the #GoodFoodCardiff Autumn Festival. Join us online on **DATE for a free autumn planting and seed-saving workshop. Sign up here [link]**

A third of weekday evening meals are eaten in isolation. We're bringing people together with @GoodFoodCardiff to tackle loneliness for the #GoodFoodCardiff Autumn Festival. **DM us to get involved in a Neighbourhood Picnic in your area.**

We'll be joining more than 1,200 people in Cardiff taking part in the the #GoodFoodCardiff Autumn Festival. **We'll be eating together, sharing produce and getting our gardens ready for winter - check out our website [link] for details of our events.**

Bringing people together to eat, cook and grow is a great way to build strength in our communities and make sure everyone has enough to eat. **As part of the #GoodFoodCardiff Autumn Festival we're hosting a Garden Open Day and Plant Trial on DATE at TIME. Full details on our Facebook Event [link]**