

A+ for profile raising

Epsom Girls Grammar School



The brief

Epsom Girls Grammar School engaged Wright Communications to provide media relations support to raise the school's profile and promote several campaigns including the Scriptor Series at the Raye Freedman Arts Centre and the Leading Women in Sport Campaign.

The Leading Women in Sport Campaign aims to build first-rate sporting facilities to give the students better opportunities to participate in sport. The school's existing sports facilities did not meet the needs or demands of the 2200 students who participate in more than 40 sports and physical education classes.

The brief for the Leading Women in Sport Campaign included gaining media coverage for the newly built Joyce Fisher Sports Centre and the ongoing fundraising efforts for a new Sports Arena and Courts.

The Wright approach

Wright Communications worked with the school's principal, staff and students to identify a variety of events and story angles that were media-worthy and could be positioned as such.

Wright Communications wrote media releases and pitched stories into national and local print and online media and gained significant coverage in the *New Zealand Herald*, *Central Leader* and *The Hobson Magazine*.

Outcome

The client was satisfied with the media coverage especially that of the *New Zealand Herald's 12 Questions* for which they received fantastic feedback.