



May 22, 2011

Dear Sports Reporter,

With two weeks remaining until the 33rd annual Freihofer's Run for Women (Saturday, June 4th at 10 a.m.), I'm starting to assign media credentials. If you would like to cover this year's race, please complete the attached form and let me know:

#### **How many media credentials you'll need**

- **Whether you'll be attending our "Media Hour"** set for Friday, June 3rd from 2-3 p.m. (please note new time) at 74 State (74state.com), our host hotel. *Free parking is available on the south curb down to Green Street. To prevent a parking ticket, please place the attached FRW vehicle pass on your dashboard. (Free parking may also be available that day in the center medium. However, construction activities may prevent parking in that location. If slots are available there, however, again please affix the attached sign to your dashboard.)*
- **If you'd like to be on our press truck** (space limited to 40). The press truck will travel in front of the runners during the race. Reporters and photographers must board the truck — located at the corner of South Swan and Madison Avenues — around 9:30 a.m. (*Those not on the press truck will be able to conduct interviews with the athletes in the Press Tent following the race.*)
- **Whether you need a Finish Line credential.** *This credential is available only to still photographers and will be given out at the Press Tent on Madison Avenue the morning of the race. (YNN/CBS-6/WTEN/WNYT, please note that FOX23 will produce a highlight tape (TRT approx. 3-4 minutes), which will include video from the start, finish, and course action. FOX23 will make DVC-Pro dubs for (CBS-6, YNN and WNYT-13) and a BETA-SP dub for WTEN-10. Tapes will be available for pick-up after 2 p.m. race day in the bin outside Fox's main entrance. For questions, call Tom Wall at (518) 461-1024.*

Please fill out the enclosed sheet and email or fax it back to me at (518) 446-1094 **by Friday, May 27th, 2011**. Your FRW credentials and press kits will be available for pickup at Friday's Media Hour, as well as in the press tent on race day.

If you have any questions, please call me at (518) 446-1091, or e-mail me at [ed@rueckertadvertising.com](mailto:ed@rueckertadvertising.com). Please check our Run for Women media center regularly for the latest news and information: <http://www.freihofersrun.com/media.htm>

Edward Parham  
Director of Public Relations  
Rueckert Advertising and Public Relations LLC



**2011 Media Accreditation Form**

Name: \_\_\_\_\_

Outlet: \_\_\_\_\_

Address: \_\_\_\_\_

Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_

# Media Credentials Needed: \_\_\_\_\_

Names/Titles of Those Using Additional Media Credentials Requested:

\_\_\_\_\_

\_\_\_\_\_

# Press Truck Passes Requested: \_\_\_\_\_

# Finish Line Photo Passes Requested (**Still Photographers ONLY**) \_\_\_\_\_



Please Supply Names of Those Using Finish Line Credentials (**Still Photographers ONLY**):

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Attending Friday's "Media Hour": \_\_\_\_YES \_\_\_\_NO

**Please email this completed sheet to Edward Parham, or you can fax to (518) 446-1094**