

EMBARGOED UNTIL 9am FRIDAY 30th JANUARY 2009

PubAid aims to unite industry for good PR

The UK's licensed leisure community is being urged to get behind an industry wide initiative that aims to counter some of the negative and misleading PR that has appeared, almost daily, in many national and regional papers and websites.

The initiative, PubAid.com, is backed by all the leading trade associations, as well as a host of industry heavyweights, wants to highlight the vast sums raised by the sector for local needs, national charities and numerous good causes to demonstrate the importance that many thousands of pubs play in the success of charitable fundraising – and all pubs need do is register their activity at the dedicated PubAid website, www.pubaid.com.

Almost every pub has a charity pot near the till, with the vast percentage doing much, much more for their chosen good causes.

It is the work of the licensees, the customers, the staff and often the company, which goes entirely unrewarded and unrecognised.

PubAid aims to change that. Enabling the press, local to the outlets who have registered, as well as the national media, to write positive stories about how pubs form such a vital role in almost every community they serve.

Instead of writing about anti-social behaviour etc, we want to see pictures of cheques being handed out and of the local community having fun in a pub, whilst raising money for those less fortunate – something many thousands of customers do each and every week.

The website, www.pubaid.com wants to capture the information about all the good causes helped, the activity undertaken and the amount raised.

A spokesperson for the initiative commented: “All we are aiming to do is put the fantastic goodwill, which many thousands of licensees and their customers do every day, on the map for all to see.

“We are building a prize pot to reward various pubs, such as the most innovative fundraising ideas or the highest money raised. The great thing about PubAid is that it is not costing the pub a penny – all we are asking every single pub to do is register what they are doing, how they are doing it and what they aim to raise during the coming year.

“Over the coming weeks we will be adding sample press releases for licenses to download and use to send to their local newspapers – again there will be absolutely no charge for this.”

The PubAid team will be adding press release templates, posters and other, free, downloadable items to the dedicated site in the coming weeks and are proposing a dedicated PubAid week to focus media attention on the entire licensed sector community.

Register now at www.pubaid.com

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Notes to editors:

PubAid is an initiative, which is supported by many patrons, not one wishes to take public credit for involvement, although all patrons will be listed within the coming months.

Des O'Flanagan, Tim Sykes or Jason Wollington will provide comment but request that we are titled spokesperson to ensure that PubAid remains the story not who the spokesperson is or was.

For all media enquiries: - will you please contact Donna Bunker at Captiva Marketing on 01442 870010 or 07917 602555 or for out of business hours support contact Jason Wollington on 07798 917171.

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