



Real Men Cook® for Charity Atlanta - Acsential

Product/Service:

Real Men Cook® for Charity is the largest, longest running annual, national urban Father's Day event that is celebrated in 10 cities. With a community-focused mission, Real Men Cook for Charity Atlanta Father's Day event attracts thousands and over 150 volunteer cooks participate every year. National and local celebrities also perform at the Father's Day event.

Strategies & Delivering:

Due to the large scale of people involved with this project, the strategy required bi-weekly meetings with event organizers.

Our strategy consisted of the following:

- Implement local media tours.
- Send out press releases and media alerts to ensure media coverage of our events.



Media Plan

PSA Distribution:

Provided two versions of the PSA to over 50 stations throughout the State of Georgia.

Press Releases & Media Alerts:

Distributed daily throughout the state and in target areas of events.

Media Tour:

Real Men Cook For Charity Atlanta representatives visited and called in interviews in every major metropolitan city and some rural areas reaching over 50 radio stations statewide.

Special Publications:

In 2005, Real Men Cook For Charity's co-founder Kofi Moyo is the author of the recent book release by Simon &



Schuster, "REAL MEN COOK Rites Rituals and Recipes for Living".
 Southern Living Magazine picked seven (7) of Real Men Cook For Charity
 Atlanta best cooks to feature in its
June 2004 issue. Also featured **yearly** in the Atlanta Journal
 constitution and other local newspapers and magazines.

Results:

Maximized exposure of the organization with media alerts,
 pre and post-event media coverage, press releases, and radio
 and TV talk show bookings. Increased the
 number of participants for each year:
 Real Men Cook for Charity Atlanta June 2002
 attendance 1000; Real Men Cook for Charity Atlanta June
 2003 attendance 1500; Real Men Cook for Charity Atlanta
 June 2004 attendance 2000; Real Men Cook for Charity
 Atlanta June 2005 Attendance 2500.



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FOR IMMEDIATE RELEASE

TV PERSONALITY AL BOKER IS BRINGING HIS FOOD NETWORK SHOW "BOKER ON THE ROAD" TO ATLANTA TO JOIN REAL MEN COOK FOR CHARITY

ATLANTA, GEORGIA (May 25, 2004) - Real Men Cook® For Charity Atlanta will kick-off one of our most popular TV Personality Al Boker is bringing his Food Network show "Boker on the Road" to Atlanta on Thursday, June 3, 2004 to honor Real Men Cook For Charity Atlanta.

This is the second year Real Men Cook For Charity Atlanta has received national recognition. Last year we were featured in Southern Living Magazine's June 2003 issue. Each year, our mission is to hold fundraisers and provide the opportunity for corporations to raise money from event ticket sales. This year Real Men Cook For Charity Atlanta has chosen Why Not Sports, Inc. and Green River Institute, Inc. as our 2004 Charity Partners.

"We are excited and pleased that Al Boker selected Real Men Cook For Charity Atlanta to feature on his Food Network show after seeing our story in Southern Living Magazine last June. We look forward to showcasing the talent of those who cook in Atlanta and the people who benefit from our charity partners," said **Steve Powell**, co-chair, Real Men Cook For Charity Atlanta Fund Manager.

"We are the cornerstone of our community and have a big impact on youth," said **Paul Henderson**, Atlanta Metropolitan. "I hope every man and woman sees the message of this cooking show making a difference in their communities and the lives of young people. Real Men Cook will be there for you."

Al Boker, of Boker on America's favorite restaurants and a host of NBC's The Today Show, His Food Network show, Boker on the Road takes viewers to the "best of America" to see just how delicious our real men cook for charity have become. Boker on the Road airs Tuesdays at 9:00 pm and at 11:00am, all times EDT.

Our Father's Day event will be held on Sunday, June 20, 2004 at the Georgia Railroad Depot, 45 N.W. 25th Ave., 10:00 pm - 4:00 pm. **NET** Rights: **Three Anchor Burger** and **White House of Waffles** will be our sponsors.

Atlanta's Choice Congressman John Lewis and James Terry of the Atlanta Hawks.

Atlanta's Spirit Sam Ricketts, named the most valuable man on the planet by the Sports Illustrated, Nike Representative Karyn Reed and Special Honored of the University of the Arts Program Karl Meyer.

Celebrity Cook - **Roanoke** House of Bull Run, Deere and New Edition.

We are proud to announce our 2004 sponsors:
 World Bank International Company, Public Home Markets, Volvo, NBC, NBC TV Family 2 Family Project, Federal Home Loan Bank, W.F. & F.W., Coca Cola Bottling Company, Crystal Springs Water, Siga, Inc., Underdog.com, Inc., Jackson Mortgage, Memphis International Airport, Railing Out of State Style Markets, Karmax Records, Big Orange Records, Atlanta City Corporation & Karmax Mills, Center Street, Shreve's Breweries, Jim Matthews, C.C. Martin, Barry Young, Jr. and State Representative Tyrone Brooks.

Please visit our website at www.realmencook.com where you can get your photo and recipe from the 11 real men and our plans for 2004. Also, view the real men who are the stars of our event through a link at the bottom of the home page. Tickets for this year's event can be purchased online at www.ticketannex.com and at Radio Shack, Station, Ticketmaster, eTickets, The Green Branch, Karmax Records, C.C. Martin, Barry Young, Jr. and Green River Institute, Inc. For more information call (404) 273-3227.

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June 6, 2005

PUBLIC SERVICE ANNOUNCEMENT

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COME CELEBRATE THE NATION'S LARGEST AND LONGEST RUNNING FATHER'S DAY CELEBRATION REAL MEN COOK® FOR CHARITY ON SUNDAY JUNE 19TH STARTING AT 3 P.M. AT THE GEORGIA RAILROAD DEPOT NEXT TO UNDERGROUND ATLANTA. TICKETS ARE ON SALE AT BIG OOMP RECORDS (WEST END), EARWAX (SPRING ST. DOWNTOWN), TURN IT UP RECORDS (CASCADE ROAD) AND ONLINE AT WWW.TICKETANNEX.COM OR CALL (404) 273-3227. THAT'S REAL MEN COOK® FOR CHARITY CELEBRATION ON FATHER'S DAY. DON'T MISS IT!!!