



OVERVIEW OF RALLY NEW YORK Public Relations ACTIVITIES

In summary, the following is the extent of our Public Relations activities partially subsidized by Sullivan County Visitors Association (www.scva.net) and supported by Delaware County Economic development (www.co.delaware.ny.us/departments/ecodev/ecodev.htm):

1. We issue regular articles and press releases starting several months before the rally and with increasing frequency before the rally - see www.rallynewyork.net/linked/news.pdf, during the rally - see the Live Updates section of www.rallynewyork.net/rnyusa2010.html, and after the rally. These pieces are widely reprinted by local newspapers and publications as well as national and international Internet and hard copy outlets, such as www.SpecialStage.com in the US, www.RallyBuzz.com in United Kingdom, and Handbrakes & Hairpins magazine from South Africa (www.handbrakeshairpins.wordpress.com). Recent newspaper and magazine articles are at www.thedailystar.com/archivesearch/local_story_035040024.html, www.rallynewyork.net/H&H-116.pdf (Town of Walton on page 5), www.rallynewyork.net/H&H-117.pdf (New York Winter Rally 2010 on page 21) and www.recordonline.com/apps/pbcs.dll/article?AID=/20081126/COMM/811260311.
2. For several months before an event, pages of SpecialStage.com (www.SpecialStage.com) are emblazoned with the Rally New York event logo.
3. We place advertisements in local newspapers.
4. We distribute in the tri-county area of New York hundreds of full-color posters featuring the current Rally New York event. The current poster can be viewed and downloaded from www.rallynewyork.net/rnyusa2010.html.
5. During the two weeks preceding the rally, Rally Radio Thunder 102 (www.Thunder102.com) broadcasts our commercials on FM 102, five other affiliated radio stations and other radio stations in the tri-county area such as WDLA in Walton. These commercials change as we approach the date of the rally. A sample commercial from the most recent event can be heard at <http://www.rallynewyork.net/nywr2010.html>.
6. A sample Spectator Guide for the previous event is available in an electronic form at <http://www.rallynewyork.net/linked/spectatorguide.pdf>.
7. We have a formal Ceremonial Start attended by local dignitaries and a formal Ceremonial Finish with a champagne-spraying ceremony – see www.RallyNewYork.com.
8. Rally Radio Thunder 102 broadcasts live from the Ceremonial Start and broadcasts live updates during the Rally.
9. Rally New York events are taped for a later TV broadcast and we distribute these shows over the Internet. The shows are available for downloading at www.rallynewyork.net/videos.htm and on DVDs also available at www.rallynewyork.net/videos.htm. Hundreds of videos from various Rally New York events may be viewed at www.youtube.com.
10. Our events are listed in the County Tourist Guides as part of "I Love New York" annual campaigns.
11. Naturally, we have all kinds of Rally New York banners to display in participating towns usually on the main street and in Service Parks.