



# Costa Blanca Yacht Association

[www.cbya.org](http://www.cbya.org)

JULY 26, 2010

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## **CBYA media campaign**

Jacki Mudge

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Dear members

2010 has been a great year so far for the CBYA... numerous enjoyable sailing and social events... 87% of 2009 members renewing and 25 new members. Due to this success, we decided at our last committee meeting to design a media campaign to promote our club to raise local awareness and hopefully attract some further new members.

Our Hon. Secretary Steve Phelan, kindly took on this challenge and I'm very pleased to report his success and progress so far...

## **Smile FM – to be broadcast TODAY**

**Today (Monday 26th July)** announcements will be made by each DJ about the CBYA. We are sponsoring the afternoon show between 1.00 pm - 3.00 pm and will get repeated announcements throughout the whole show by Mari the DJ and co owner of Smile FM. Mari will be also talking about our social event this evening at bar Las Vinas and will be joining us tonight to see us all in action... so don't miss out!

## **So tune today and let us know what you think!**

Also if you, or any one you know, wants a special musical request, or a mention regarding anything that you like (perhaps a birthday, anniversary or any meetings or events that you know of, then please text or phone Steve with your requirements (**662 922 388**)

*Smile currently broadcast from Denia to Alicante on 90.2, 90.3 and 99.0 on your FM dial and on line on [www.smilefm.es](http://www.smilefm.es)*

## **Newspapers & Magazines**

### **Coast2Coast magazine**

Confirmed our article will be in the August issue, which is out from **5<sup>th</sup> August**.

*A free regional magazine for the local area and now in its second year... **Coast2Coast** has fast become the most popular free magazine for the Costa Blanca North, delivering fun packed issues every month and informative articles including Health, Beauty, Law, Sport, Horoscopes, Puzzles, Recipes and so much more! <http://www.coast2coast-magazine.com>*

### **Costa Blanca News**

Have just confirmed that the CBYA article will be published on **6<sup>th</sup> August** in a half page spread as the "**Club of the Week**". The article will include some photographs... so keep a look out to see if you are a "media star"

*The Costa Blanca News is read by over 100,000 English speaking residents/holiday home owners and tourists every week and is published every Friday.*

### **The Post**

Cathy the editor has agreed to give us a free half page editorial with photographs in a forthcoming edition – date to be confirmed

*The POST is a free newspaper, of which 40,000 copies are distributed every Wednesday from Oliva in the north to La Manga in the south.*

### **Mellow Magazine**

Have agreed to publish our article and some photographs ... Steve is also trying to arrange to take them out on one of our members boats to get some 'live' photographs.

*Now in its fourth year, published monthly containing quality articles covering a wide range of topics. Their Business Directory is one of the largest in the area and completely free to all Businesses, Clubs and Charities. <http://www.mellowmagazine.com>*

### **Public Relations**

#### **The Lions**

The Chairman of the local Lions will be sending all the photographs of our joint sailing day aboard the TrickyD, to all the local media who have already promised us a plug for the CBYA.

The committee would like to thank Steve for his fantastic work and we all look forward to supporting him in making the CBYA an even bigger and better club!