

How to Plan a Successful Torch Parade in your Community

1. Gather a group of people together to organise the event
2. Contact Trish (info@povertyolympics.ca) to find out the date assigned to your community on the Torch Relay route
3. Check out the rest of the resources in this Support Package
4. Decide on the type of event you would like to plan (see *Event Ideas*):
 - a. think carefully about the location as you want as many people as possible to see you – is there a central park, public square, or main road that gets a lot of traffic?
 - b. think about the time of day that would be most effective for your event – is lunchtime the best option as it is dark before and after work?
5. Get together to make placards, signs, buttons, banners, torches (see *How to Make a Torch from a Plunger*), or any other props you need for your event
6. Highlight the poverty and homelessness in your community through local statistics (contact Trish for poverty rates around BC) and/or personal stories from local people
7. Invite other community organisations, student groups, faith groups, concerned citizens, etc. to join – the more the merrier!
8. Advertise, advertise, advertise – poster the town, contact the local media (see *Contacting the Media* for help, including a sample news release), email and phone your networks, etc.
9. Once the event is over, send digital photos and/or video to Trish – we will be showing a video of the Torch Relay in the Opening Ceremonies of the Poverty Olympics on February 7, 2010