

**SAM WATSON**



**MISSION**  
WACO | WORLD

**CLIENT MEDIA KIT**

# Race ONE Instagram Posts and Stories

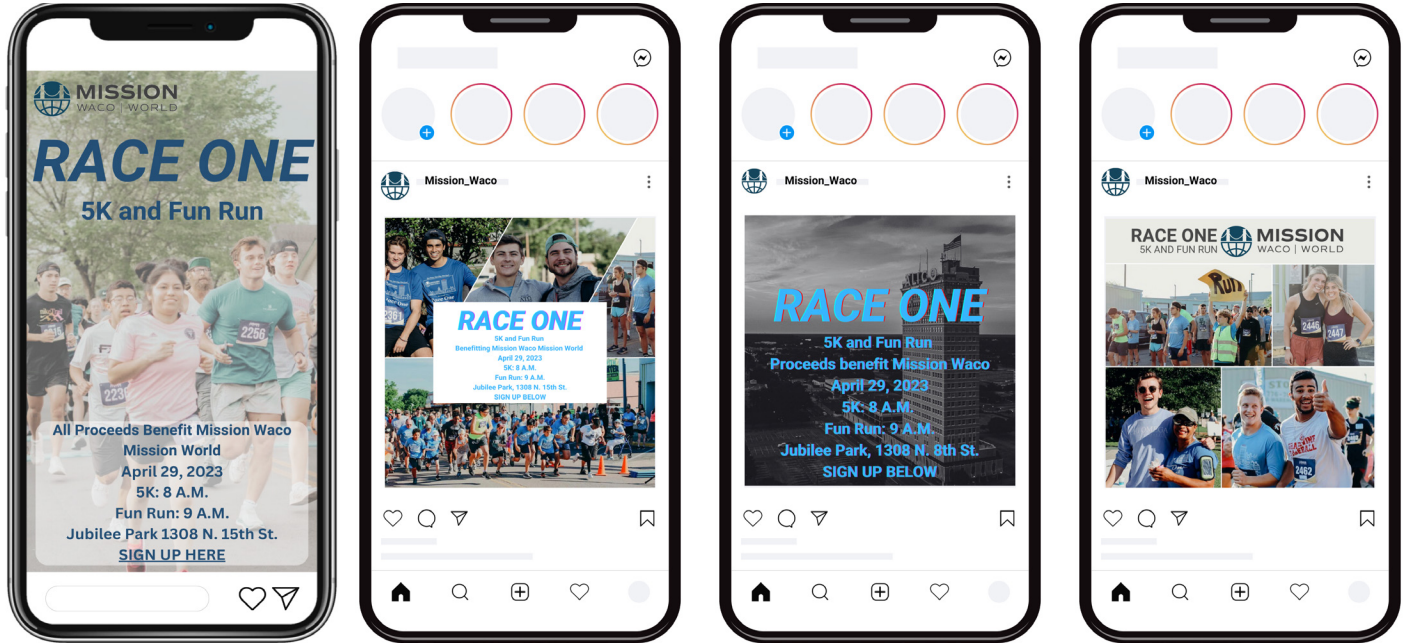
Font shift to Roboto to reflect a more modern, appealing style.

Photos of past participants and shots of Waco to showcase the event and appeal to its audience.

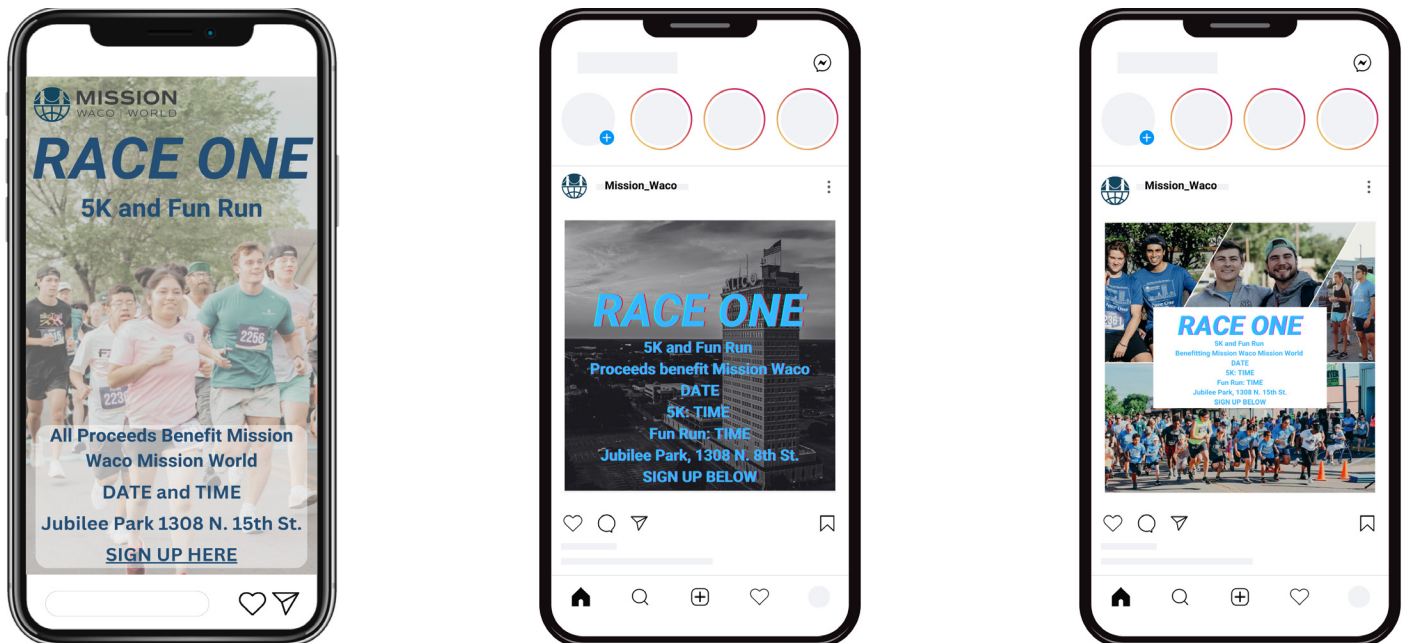
A final, more traditional option to implement.

Instagram story with a link as a call to action implementing both old and new concepts.

All have a template format to be used in the future.



# Race ONE Instagram Posts/Story Templates



# News Releases

Created news releases for Baylor fraternities and Baylor sororities respectively.

Baylor fraternity release de-emphasized Alpha Tau Omega to maximize participation, sorority release emphasized Alpha Tau Omega to foster involvement.

Created templates for Mission Waco to use in the future too.

## *Fraternity release:*

Mission Waco  
Contact: Sam Watson  
Phone: 254-753-4900  
Email: sam\_watson1@baylor.edu



## FOR IMMEDIATE RELEASE

# Calling All Runners: Race Through Waco for a Cause

*All proceeds from the 5k and fun run benefit Mission Waco's programs.*

WACO, TEXAS, April 9—Waco's greatest race is weeks away. Wacoans and Baylor students alike are rushing to register.

Each year, hundreds of Baylor students flock to Jubilee Park to register for Race ONE. Downtown Waco annually shuts down for the race. Runners carve their way through the once-busy streets to raise money for a good cause. All proceeds from the event go to a Mission Waco program of the runner's choice.

The event was created through the partnership of Mission Waco and Alpha Tau Omega at Baylor to fundraise for the ministry.

This will be the 11th annual race for the two organizations, and it does something typically offered by Baylor sporting events: linking the Baylor and Waco community.

"It's just great to see so many students and Wacoans come together on a Saturday and do something like this," said Kathy Wise, a member of the Leadership Team at Mission Waco. "It just warms my heart every time."

Setup isn't easy, and volunteers come far and wide to serve the community. From fraternity members to Waco residents, plenty of hands help make this event possible.

Dalton Coleman, a sophomore at Baylor, will spend his Friday night marking the course, "It's a ton of work and it eats up a lot of time, but seeing the families run in the morning makes it worth it."

The 5k offers incentives for skilled runners. There are awards for 1st place overall and top three by age group, all timed by chip. Registration is open, and if runners sign-up before April 25, they receive \$5 off. Visit [missionwaco.com/raceone/](http://missionwaco.com/raceone/) for more information.

**About—** In 1991, a Christian foundation (Christian Mission Concerns, established by Paul and Katie Piper) chose to fund a \$75,000 start-up program called "Mission Waco" to be led by Jimmy and Janet Dorrell. Within the year, the ministry exceeded expectations, and CMC relocated oversight to Cross Culture Experiences. The foundation has continued to help support the ministry from its initiation. Mission Waco Mission World programs are built around three goals: to empower through relationship-based, holistic programs among the poor and marginalized, to equip through mobilization of middle-class Christians toward "hands-on" involvement, and to engage through addressing systemic issues that disempower the poor.

Mission Waco  
Contact:  
Phone:  
Email:



FOR IMMEDIATE RELEASE

## 5K and Fun Run Calls All Baylor Runners

*All proceeds from the 5k and fun run to benefit Mission Waco ministry programs.*

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## *Sorority Release:*

Mission Waco  
Contact: Sam Watson  
Phone: 254-753-4900  
Email: sam\_watson1@baylor.edu



FOR IMMEDIATE RELEASE

# 5K and Fun Run Calls All Baylor Runners

*Race ONE Waco, created by Alpha Tau Omega at Baylor and Mission Waco, benefit the ministry's programs.*

WACO, TEXAS, April 9—Waco's greatest race is weeks away, and you probably know someone who's registered.

Each year on the last week of April, hundreds of Baylor students flock to Jubilee Park to register for Race ONE. The tradition is the brainchild of Mission Waco and Alpha Tau Omega, a fraternity at Baylor.

Downtown Waco annually shuts down for the race. Runners carve their way through the once-busy streets to raise money for a good cause. All proceeds from the event go to a Mission Waco program of the runner's choice.

This will be the 11th annual race for the two organizations, and it does something typically only offered by Baylor sporting events: linking the Baylor and Waco community.

"It's just great to see so many students and Wacoans come together on a Saturday and do something like this," said Kathy Wise, a member of the Leadership Team at Mission Waco. "It just warms my heart every time."

Setup isn't easy, and volunteers come out of the woodwork to serve. From fraternity members to Waco residents, plenty of hands help make this event possible.

Dalton Coleman, a sophomore at Baylor, will spend his night marking the course, "It's a ton of work and it eats up a lot of time, but seeing the families run in the morning makes it worth it."

The 5k offers incentives for skilled runners. There are awards for 1st place overall and top three by age group, all timed by chip. Registration is open, and if runners sign-up before April 25, they receive \$5 off. Visit [missionwaco.com/raceone/](http://missionwaco.com/raceone/) for more information.

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## *Sorority Release Template:*

Mission Waco  
Contact:  
Phone:  
Email:



**FOR IMMEDIATE RELEASE**

## **Baylor Fraternity and Mission Waco to Host Race ONE**

*Race ONE Waco, created by Alpha Tau Omega at Baylor and Mission Waco, will benefit the ministry's programs.*

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## *General Release Template:*

Mission Waco  
Contact:  
Phone:  
Email:



**FOR IMMEDIATE RELEASE**

# **Downtown 5K and Fun Run Benefits Ministry**

*Race ONE, created by Alpha Tau Omega at Baylor and Mission Waco, benefits Mission Waco programs.*

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# Media Advisory Template

Created a Media Advisory template for Mission Waco to use for Race ONE in the future.  
Can be sent out to various news outlets.



## Media Advisory

### **FOR IMMEDIATE RELEASE**

DATE

Contact:

Phone:

Email:

### **Mission Waco and Baylor Fraternity to Host 5k and Fun Run**

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