



MEDIA PACK

So, you're ready to start promoting your Wildcraft Adventure™ events, great! Included on your downloads page is a bundle of official logos you must use. There are a few sizes available to make things easier and you can shrink these logos as you need, but please don't alter the content of them, thanks.

So that all us event organisers are signing from the same song sheet we've already written some great, tried and tested copy for advertising your events which can be used on posters, flyers, your website or on social media.

Copy which cannot be altered is given in **RED**.

Copy which can be adapted to suit your needs is given in **GREEN**.

You can, of course, add in your own descriptive text with specifics about your own events, activity leaders, venue and pricing as appropriate.

Don't forget that you've also got an Event Poster template included as part of your Adventure Pack. It's not a requirement to use this poster for your events. You can find it on your downloads page.

If you follow the guidelines given in this Media Pack then we will be very happy to share, promote and boost the reach of your events via social media and list those events on the official Wildcraft Adventure™ website at www.wildcraftadventure.com

If you have any questions – just ask.

OFFICIAL EVENT DESCRIPTION

Below is the official event description which we, at Woodland Classroom, use when promoting our own events. If you are not including some aspects of the game, for example, the axe work, then feel free to remove those elements from the description below:

In video games like Minecraft and Terraria, players have to survive in a hostile environment, build their own home, hunt for their food, search for resources and fend off wandering monsters. Sure, your child can survive in the 'wilderness' on the computer screen, but can they do it out in the real woods? In this exciting outdoor game kids have to work together, using what they know from video games, to learn outdoor survival skills and earn points along the way.

Playing Wildcraft Adventure™ is a fantastic way to get your video game obsessed child out into nature.

Just like in their favourite video games, kids will be set a number of challenges throughout the day, and all the while be building their dens before 'night' falls and the monsters wake up. Players will light their own campfire, 'mine' for resources and use sharp axes; all closely supervised by experienced outdoor activity leaders. There'll also be plenty of time to get creative with play and imagination - of course.

YOUR EVENT SPECIFICS

The following copy is what we, at Woodland Classroom, use to explain the event specifics. This is a suggestion only and can be adapted or replaced to suit your event as required:

This will be a full day of video game inspired activities for kids aged 6-12 years from 10am to 4pm. We'll also be enjoying some hot campfire snacks such as sausages and marshmallows. Children should bring their own packed lunch though.

Open to children aged between 6 - 12 years. Advance booking is essential – these events have proved REALLY popular.

TAG LINE FOR EVENT

When advertising your Wildcraft events, please use this tag line somewhere within your event description. We'd recommend either at the very start or very end works best:

Survive the Wilderwood, Beat the Monsters, Open the Portal!

COPYRIGHT & DISCLAIMER

When advertising your Wildcraft Adventure events you **must** include the following text at the base of all website pages, social media event pages, flyers & posters – where reasonably practical. If you have any questions about when and where you need to include this, just get in touch:

Wildcraft Adventure™ Copyright 2016 Woodland Classroom. All Rights Reserved. To find our more, visit www.wildcraftadventure.com

The URL for the Wildcraft Adventure™ website (as given above) **must** be a hyperlink wherever possible.

In order to avoid confusion from your customers between Wildcraft Adventure™ and licensed Minecraft products, we would also strongly advise using the below disclaimer on your promotional material for events.

NOT AN OFFICIAL MINECRAFT PRODUCT. NOT APPROVED BY OR ASSOCIATED WITH MOJANG.

Bear in mind, this disclaimer is there to protect you.

PROMOTING YOUR WILDCRAFT ADVENTURES IN THE MEDIA

If you want to shout about the exciting news that you're running a Wildcraft Adventure™ with local, national or online media, then that's great – the more people that know about the games' mission to get kids off-screen and outdoors, the better.

If you're thinking of promoting your Wildcraft Adventure™ days in the media or if a journalist contacts you about your events we need to know about it. We want to share your success within the growing Wildcraft community, so linking up with us will allow this to happen and increase the reach of any media coverage. EReaching out to us will also enable us to spread your news story across the official social media channels too.

When speaking with the media, please be sure to contact us too and pass our contact details to any journalist letting them know that Woodland Classroom are the creators of Wildcraft Adventure™. Simply put, please give credit where credit is due. Thanks.

If you would like a copy of the Official Press Release, please contact us. [EMAIL US HERE](#)

WANT TO REACH A LARGER AUDIENCE THROUGH SOCIAL MEDIA?

HERE'S HOW....

The more people you can reach through social media, the larger your potential audience for your events and other business activities. Woodland Classroom have already set up official Wildcraft Adventure™ pages on the most popular social media platforms.

By linking your social media posts with us we will be able to help you spread the word about your Wildcraft Adventure™ events and enable you to reach a larger audience. Using the official tags and hashtags will ensure that we at Woodland Classroom can see your event and so can help you promote it online.



FACEBOOK

The Official Wildcraft Adventure™ facebook page can be found at:
www.facebook.com/wildcraftadventure

Use the tag [@wildcraftadventure](#) when posting your events and sharing event photos.



INSTAGRAM

<https://www.instagram.com/wildcraftadventure/>

[@wildcraftadventure](#)



TWITTER

<https://twitter.com/playwildcraft>

[@playwildcraft](#)



PINTEREST

<https://uk.pinterest.com/woodlandclass/>

Suggested Social Media Tags:

You can use these across all social media platforms as you like.

[#wildcraftadventure](#) [#playwildcraft](#)

We appreciate that some social media formats, such as Twitter & Instagram, won't work best if you have to dump in a large amounts of descriptive text, like we've given you in this Media pack. We appreciate that Twitter has a limited number of characters to a tweet.

So, when using social media to advertise your events we'd simply ask you to exercise **fair play** when it comes to crediting Woodland Classroom as the creators of Wildcraft Adventure™ and ask that you tag your social media posts using the tags given above wherever practically possible.

Remember, your success is our success and vice versa. ***"A rising tide floats all boats."*** 😊

We wish you the best of luck with your events.

James and Lea
Woodland Classroom



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