



Media Guidelines

WES are keen to help get as much promotion as possible for both Lottie and your organisation. There are a number of ways to do this:

Contact your local newspaper.

We'd really appreciate it if you could contact your local newspaper about LottieTour, either individually or via your workplace communications department. See below for a sample press release you can use and adjust as required.

Local papers like to take their own photos of volunteers with their Lottie dolls, so get in touch with them while you have the doll rather than waiting for Tomorrow's Engineers week - but do let them know the story is embargoed until TEWeek.

If the newspaper needs any more information or you have any questions please contact the WES marketing manager candi.colbourn@wes.org.uk. We would also love to see your stories so please email us with the links.

Contact local schools

If you have any links to local schools please do get in touch with them and explain what Lottie is and potentially go in and show them the doll and some photos. Many schools would love the opportunity to hear from a real life engineer.