



APRIL PR MEMO



PIGEON RACING UK & IRELAND
RAPTOR ALLIANCE
PROTECT OUR PIGEONS AGAINST RAPTOR PERSECUTION

We've had a very busy month here at Voice HQ working on Pigeon Racing UK & Ireland. Throughout April we made contact with a number of pigeon fanciers across the UK and spoke to them about the terrible issues they've been having as a result of raptor attacks. We've used their stories to speak to the media and we have had a fantastic response from journalists interested in finding out more.

Cornwall

Last year we spoke with Dave Stuart from Cambourne in Cornwall and we followed up with him again this year to see how the situation has developed. We were shocked to hear about how the problem has increased since 2013.

Wales

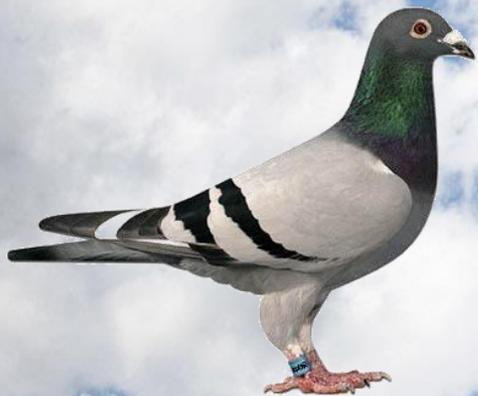
Sharon Ayling was contacted by Gwyneth Jones, Secretary of the 'Skewen Pigeon Homing Society', regarding an increase in raptor attacks in her area. Gwyneth has noticed a decrease in the amount of members entering their birds into this year's race season, suggesting that more and more people are being affected by raptor attacks.

Merseyside

Geoff Blackhall is a third generation pigeon fancier from Ellesmere Port, Merseyside. We loved to hear about his family history in pigeon racing and we were saddened to hear about the affects Sparrowhawks, Goshawks and Peregrine Falcons are having on his pigeons.

Bedford

Sharon Ayling shared with us contact details for Andy Talmer, a pigeon fancier from Bedford. We gave Andy a call and chatted with him about how he got involved in pigeon racing, and the problems that he is currently experiencing with raptors.



Times Education Supplement and Kingsmead School

We have potentially secured a feature in the Times Educational Supplement. The journalists have shown interest in the Kingsmead School story and we continue to speak to the publication regarding an article. We're waiting for the school to provide further information.

BBC Three Counties Radio

After sharing Andy Talmer's story with a journalist at the radio station, he really wanted to speak to him in more detail. Andy was interviewed for the station's drive time show on the 1 May.

BBC Radio Cornwall

The journalists at this radio station were really interested in finding out more about the problems facing pigeon racing in the South West. As a result, a member of the station visited Dave Stewart and interviewed him on the 1 May. The journalists also interviewed Stewart Wardrop for the feature to get a national perspective of the issues. This was broadcast on the 5 May.

ITV Anglia News

After sharing Andy Talmer's story with ITV Anglia News, they were very interested in running a feature on the issues he faced. ITV visited Andy on 6 May, and the feature aired on 7 May. ITV is also interested in visiting Lee Fribbins and we are currently working with them to organise a visit.



MP Fact Sheet

We put together a visual fact sheet for MPs and sent this to our local MP, Priti Patel. We had some great feedback about the factsheet from Priti and are waiting to hear feedback from other members about their views on the fact sheet.

Social Media

We reviewed the Pigeon Racing UK & Ireland Facebook page and created a useful document for Sharon explaining how to improve the page whilst increasing likes and engagement.



MAY AT A GLANCE

Throughout May we will continue to liaise with the local and regional media to secure further coverage.

We will continue to speak to other pigeon fanciers across the UK in order to share their stories with journalists.

We will be on hand to provide assistance on Social Media, contacting MPs and any other activity.

We also look forward visiting a loft this month and seeing the pigeons for ourselves!

