



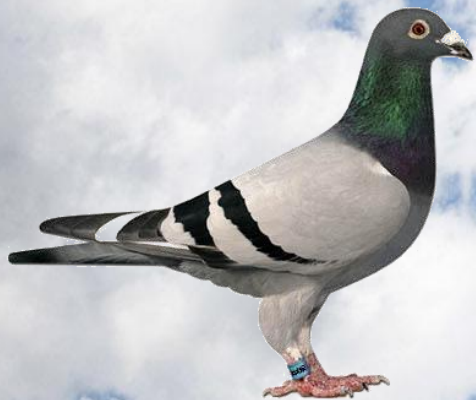
AUGUST PR MEMO



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

Voice met with Pigeon Racing UK & Ireland twice in August to strengthen and develop the PR campaign. After an initial meeting on the 12 August where new developments were discussed, Voice returned on the 27 August to formulate activity moving forward. This activity includes drafting local press releases about pigeon fanciers that have been affected by peregrine boxes being put up, preparing media materials for the licence when it is granted and distributing the WW1 pictorial to key members of the media.

In addition, throughout August Voice has continued to educate the media about the role of pigeons in the First World War in addition to raising awareness of the Secret Messages programme. We expect to gain even more coverage on the Secret Messages programme once the schools go back.



pick

west oxfordshire
issue seven
August - September 2014

in this issue:



Boys and Girls in Saxtons



Pick Car Show



Windsor Classic Car Show

free to pick up



The unsung heroes of World War One

With today's age of technology, it can be easy to forget about how animals paid a pivotal role in the First World War - in some cases they meant the difference between life and death. In the centenary year of World War One, it's important to remember how many creatures, including the humble homing pigeon, played a vital role in communications during the conflict.

Pigeons were responsible for sending rescue messages back and forth from soldiers to their base. Over 100,000 birds were used, with an astonishing success rate of 95% getting through to their destination with their message, proving the huge impact they had when other communication systems were still unreliable during this time.

The pigeons would use their natural homing ability to get home, with their magnetic and solar compass following landmarks by aerial recognition and their sense of smell.

Lee Fribbins, representative of Pigeon Racing UK & Ireland, commented: "2014 marks 100 years since the start of the First World War. Not only do we remember the bravery of the soldiers, but we also want to remember the amazing achievements of homing

pigeons during this terrible conflict. Pigeons were an invaluable form of communication during the war and the birds literally saved lives - without them, many more men would have perished."

The homing pigeon is said to be one of the toughest birds on the planet and will voluntarily fly over 20,000 miles a year, which is the equivalent to flying completely around the world at the equator.

Today there are still around 43,000 pigeon fanciers in the UK with Pigeon racing continuing to be a popular pastime around the country. Not only have they served Britain for generations, they have proved their many talents across a wide spectrum and should be treasured for the foreseeable future.

Racing Pigeon Pictorial International has just produced a special, one off magazine dedicated to the commemoration of the work that pigeons carried out.

The magazine is available from the Racing Pigeon, Unit 65, The Seedbed Centre, Wyncolls Rd, Colchester, Essex, CO4 9HT, Contact 01206 042221 / racing123@btconnect.com



SEPTEMBER AT A GLANCE

As we move into September, Voice will continue to progress activity with the WW1 pictorial. This is being distributed in the first week of September to key national and consumer journalists and we expect to get some great pick up. From initial conversations with journalists they have been very eager to find out more.

Additionally, we will now ramp up activity surrounding the Secret Messages project. We have started to expand our media liaison to include bloggers and we are already getting good feed back from these publications (we have already achieved coverage on the blog Creative Teaching and Learning and hope to build upon this.)

