



Victory Junction Gang Camp

The Challenge

- The Victory Junction Gang Camp, founded by Kyle and Pattie Petty in honor of their son, Adam, who was killed in a racing accident in May 2000, is a camp for children with chronic and life-threatening illnesses and diseases. Located in Randleman, N.C. on 75 acres donated by Richard Petty and his wife, Lynda, Victory Junction's medically sound staff and facilities allow sick kids to have a summer camp experience they never thought possible.
- Goody's Headache Powders®, a major camp sponsor, hired Forge Communications consulting team members to generate and coordinate local and national media coverage of the camp surrounding the grand opening event.

Our Solution

- We worked with Goody's and the Victory Junction organization to raise awareness of the new camp leading up to and including the grand opening event. The firm relied on media relations to target potential donors and campers' parents. Media relations efforts included developing a media list that targeted national general interest outlets, and regional and local general interest print, TV and radio reporters; drafting initial news releases; and creating a comprehensive media kit.
- In addition to pitching all targeted contacts, we managed all media logistics, including media registration, media tours and a news conference with the Pettys, Paul Newman and a Goody's representative.

The Results

- Our work produced extraordinary media results. *People* magazine visited the camp in early June for a photo shoot and interviews with the Pettys. The two-page feature story ran in its June 28 issue. Good Morning America visited the camp and produced a four-minute feature story for the national morning news program that ran on August 17. More than 40 media organizations attended the grand opening, including The Associated Press, *Charlotte Observer*, *The State* (Columbia, S.C.), *Greensboro News & Record*, XM Satellite Radio and numerous local TV network affiliates from North Carolina, Virginia and West Virginia. One Associated Press article ran in more than 60 newspapers across the country and on several prominent Web sites, including the *LA Times*, *Chicago Tribune*, *San Francisco Chronicle*, *Atlanta-Journal Constitution*, *Newsday (NY)*, *Cincinnati Post*, ESPN.com, MSNBC.com and SportsIllustrated.com.