

Barnardos
Big Toddle
LITTLE HEROES

Your Big Toddle
MEDIA PACK



Spread the Word

We want as many people as possible to know about the amazing work you and your Little Heroes have done to raise money for Barnardos.

Publicising your Barnardos Big Toddle encourages others to take part and can help you generate more sponsorship. It's also a great way to get your Big Toddle recognised locally and a chance to see your toddlers in the local news!

Here are some helpful tips on how to generate publicity and create photo captions which you can send to local media.

Big Toddle Publicity Tips



Why Publicise?

Publicising your Barnardos Big Toddle encourages others to support Barnardos and can help you generate more sponsorship. It's also a great way to publicise your business in your local community.



Keep it simple

Clarity is key; don't get too wordy. Keep your message short and sweet! Use our handy Big Toddle picture caption template – just fill in the blanks!



Think visually

Newspapers love pictures about local events, and the public love seeing them! Take pictures to send to media on a high resolution camera or phone.



Make it star-studded

Why not ask a local celebrity to attend your Big Toddle. Most VIPs enjoy publicity and it's sure to interest your local newspaper.



Don't forget the radio!

Radio stations are great for local publicity! Don't forget to let them know when your Big Toddle is taking place.



a Big Toddle makes a **BIG** DIFFERENCE

Picture caption

When sending photographs to your local paper you also need to send them a “picture caption” explaining who is in the picture and what is happening. Below you will find a template for creating your own picture caption. All you have to do is fill in your details in the space provided – the name of your group, where you are based, how many toddlers took part and where and when your Barnardos Big Toddle took place. Send this in with your photos to your local newspapers. Don't forget to get permission from the parents!

Picture Caption

Children from _____ took on the very important challenge of the Barnardos Big Toddle fundraising walk to help create a better start in life for vulnerable children their own age, on ____ / ____ / 2025 at _____.

The team of _____ toddlers from _____ joined Barnardos to raise vital funds for vulnerable children in Ireland.

Friends, family and neighbours can sponsor them by visiting **www.barnardos.ie/bigtoddle**. Every cent raised will go directly to help the children and families that Barnardos works with.

For more information on our group please contact: _____



How to fundraise online and use social media to make your Big Toddle a BIG success.

Your Big Toddle pack contains a sponsorship envelope for each child in your group so they can collect sponsorship money for their toddle walk from nana and grandad, aunts and uncles at home. Another option is to create an online sponsorship page for your group – and it couldn't be easier.

Simply go to www.idonate.ie/barnardos select the **Barnardos Big Toddle 2025** event and click **Start Fundraising**. Select "Group Fundraiser", enter your creche name and email address. You'll then receive an email from idonate to activate your account.

From this account, we recommend you personalise your fundraising page by calling it your group name's Big Toddle e.g. *Little Rascal's Big Toddle Fundraiser*; add a photo of your group or perhaps your logo; add a message to tell everyone why you're taking part and ask them to show their support for your little ones amazing efforts.

You're all set then to promote your Big Toddle and share your fundraising page link by WhatsApp, text, email or on your social media platforms. Ask parents, friends and supporters of your group to 1) donate what they can to your page (all donations are processed quickly and securely); and 2) share the post on their social media to gain support from their family and friends.

That's it. A simple and very effective way to fundraise!



Remember!

After you've held your Big Toddle walk, make sure to tell everyone how you got on! Share your achievements on your social media channels, tagging Barnardos. Use a fun photo of your group on their Toddle; share how much you raised; and thank everyone who donated to your fundraiser. Make sure to get permission from parents/guardians to use photos of your group.



@barnardosireland



@barnardos_irl

Make sure to follow Barnardos social media channels and tag us in your posts, so we can like and share them! Good luck everyone, happy Toddling!



The **Barnardos Toddle Team** is always on hand to help. Please call or email us if you have a query or question!

Media Contact List

Newspapers

Carlow Nationalist	Hannover House, Hannover, Carlow	(059) 9170100	news@carlow-nationalist.ie
Carlow People	Lismard House, Tullow Street, Carlow	(059) 9141877	info@carlowpeople.ie
The Anglo Celt	Station House, Cavan	(049) 4331100	linda@anglocelt.ie
Clare Champion	Barrack Street, Ennis, Co Clare	(065) 6828105	editor@clarechampion.ie
The Avondhu	18 Lwr Cork Street, Mitchelstown, Co Cork	(025) 24451	news@avondhupress.ie
CorkBeo	Morrison House, Morrison's Quay, Cork City	(021) 4949701	news@corkbeo.ie
Ballincollig Newsletter	Cuil Greine House, The Commercial Park, Link Road, Ballincollig, Co.Cork	(021) 4877665	ballincollignewsletter@gmail.com
Carrigdhoun Newspaper	Wylie House, Main Street, Carrigaline, Co Cork	(021) 4373557	info@carrigdhoun.com
The Corkman	The Spa, Mallow, Co Cork	(022) 42394	newsdesk@corkman.ie
Cork Independent	Northpoint House, Northpoint Business Park, Cork	(021) 4288566	editor@corkindependent.com
Echo Live	Linn Dubh, Assumption Road, Blackpool, Co. Cork	(021) 4802154	maurice.gubbins@theecho.ie
Southern Star	Ilen Street, Skibbereen, Co Cork	(028) 21200	editor@southernstar.ie or info@southernstar.ie
Donegal Democrat	Quay Street, Donegal	(074) 9740160	editorial@donegaldemocrat.com
Donegal News	St Annes Court, High Road, Letterkenny, Co Donegal	(074) 9121014	editor@donegalnews.com
Donegal Post	Crugorm House, Main Street, Donegal, F94 CD7H	(074) 9724103	editor@donegalpost.com
Letterkenny Live	Railway House Letterkenny, Ireland, F92 R902	(086) 0494820	news@letterkennylive.ie
Tirconaill Tribune	Main Street, Milford, Co Donegal	(074) 9153600	tribune15@gmail.com
Dublin People	Unit 3, Robinhood Industrial Estate, Robinhood, Dublin 22, D22 HE17	(01) 8621611	news@dublinpeople.com
The Echo	Tallaght Enterprise Centre, Dublin 24	(01) 4685350	news@echo.ie
Swords, Malahide, Lucan, Dundrum or Dun Laoghaire Gazettes	Second Floor, Heritage House, Dundrum Office Park, Dundrum, Dublin 14	(01) 601 0240	news@gazettegroup.com
Galway Advertiser	41-42 Eyre Square, Galway	(091) 530900	news@galwayadvertiser.ie
Connacht Sentinel and Connacht Tribune	15 Market Street, Galway	(091) 536222	news@ctribune.ie
Tuam Herald	Dublin Road, Tuam, Co Galway	(093) 24183	editor@tuamherald.ie
The Kerryman	9/10 Denny Street, Tralee, Co Kerry	(066) 7145500	newsdesk@kerryman.ie
Killarney Outlook	30 High Street, Killarney, Co Kerry	(064) 6670000	editorial@outlookmags.com
Tralee Advertiser	Upper Rock Street, Tralee, Co Kerry	(066) 7126399	traleadvertiser@gmail.com
Kerry's Eye	22 Ashe Street, Tralee, Co Kerry	(066) 7149200	news@kerryseye.com
Kildare Nationalist	Johnstown Business Centre, Johnstown House, Johnstown, Co Kildare	(045) 432 354	news@kildare-nationalist.ie
Leinster Leader	South Main Street, Naas, Co Kildare	(045) 897302	niamh.odonoghue@leinsterleader.ie or editor@leinsterleader.ie
Liffey Champion	Corn Mill, Mill Lane, Leixlip, Co Kildare	(01) 6245533	info@liffeychampion.net
Kilkenny People	34 High Street, Kilkenny	(056) 7791000	news@leirimobserver.ie
Laois Nationalist	Coliseum Lane, Portlaoise, Co Laois	(057) 8670216	news@laois-nationalist.ie
Leinster Express	107 Lower Main Street, Portlaoise, Co. Laois	(057) 8621666	pat.somers@leinsterepress.ie
Leitrim Observer	Hartley Business Park, Carrick-on-Shannon, Co Leitrim	(071) 9620025	editor@leirimobserver.ie
Limerick Leader	54 O'Connell Street, Limerick	(061) 214500	editorial@limerickleader.ie
Longford Leader	Leader House, Dublin Road, Co Longford	(043) 3345241	newsroom@longfordleader.ie
The Argus	Partnership Court, Park Street, Dundalk, Co Louth	(042) 9334632	editorial@argus.ie
Drogheda Independent	Independent House, 9 Shop Street, Drogheda, Co Louth	(041) 9838658	editorial@drogheda-independent.ie
Dundalk Democrat	7 Crowe Street, Dundalk, Co Louth	(042) 9334058	editor@dundalkdemocrat.ie
Western People	Tone Street, Ballina, Co Mayo	(096) 60999	info@westernpeople.ie
Connaught Telegraph	No 1 Main Street, Castlebar, Co Mayo	(094) 9021711	info@con-telegraph.ie
Meath Chronicle	Market Square, Navan, Co Meath	(046) 9079600	info@meathchronicle.ie
Northern Standard	The Diamond, Monaghan	(047) 82188	newsdesk@northern-standard.ie
Tullamore Tribune	William Street, Tullamore, Co Offaly	(057) 9321152	editor@tullamoretribune.ie
Midland Tribune	Main Street, Birr, Co Offaly	(057) 9120003	editor@midlandtribune.ie
Offaly Independent	Patrick Street, Tullamore, Co Offaly	(057) 9326756	news@offalyindependent.ie
Roscommon Herald	St Patrick Street, Boyle, Co Roscommon	(071) 9662004	news@roscommonherald.com
Roscommon People	Abbey Street, Roscommon	(090) 6634633	news@roscommonpeople.ie
Sligo Champion	Connacht House, Markievicz Road, Sligo	(071) 9169222	editor@sligochampion.ie
Sligo Weekender	No. 4 Teeling St., Sligo, Co Sligo	(071) 9174900	info@sligoweekender.ie or news@sligoweekender.ie
Nenagh Guardian	13 Summerhill, Nenagh, Co Tipperary	(067) 31214	info@nenaghguardian.ie
South Tipp Today	Queens Street, Clonmel, Co Tipperary	(052) 6127342	editorial@southtipptoday.ie
The Nationalist	Queen Street, Clonmel, Co Tipperary	(052) 6172500	news@nationalist.ie
Tipperary Star	Friar Street, Thurles, Co Tipperary	(0504) 29100	info@tipperarystar.ie
Waterford News & Star	Gladstone Street, Waterford	(051) 874951	editor@waterford-news.com
Munster Express	37 The Quay, Waterford	(051) 872141	news@munster-express.ie
Dungarvan Leader	78 O'Connell Street, Dungarvan, Co Waterford	(058) 41203	colm@dungarvanleader.com
Dungarvan Observer	Shandon, Dungarvan, Co Waterford	(058) 41205	news@dungarvanobserver.com
Westmeath Examiner	Blackhall Street, Blackhall Place, Mullingar, Co Westmeath	(044) 9346700	news@westmeathexaminer.ie
Westmeath Independent	Inish Carraig Business Centre, Unit 1, Golden Island, Athlone, Co. Westmeath, N37 K208	(090) 6434300	news@westmeathindependent.ie
Westmeath Topic	6 Dominic Street, Mullingar, Co Westmeath	(044) 9348868	news@topic.ie
Wexford People, New Ross Standard, Enniscorthy Guardian and Gorey Guardian	Channing House, Upper Row Street, Wexford	(053) 9140100	daragh.clifford@peoplenews.ie
Wicklow People	Wicklow People, The Long Hall, Old Chapel Ground, Arklow, Co. Wicklow	(040) 232 130	front.office@peoplenews.ie or wicklow@peoplenews.ie
Wicklow Times	Bradán Media Sales, 5 Eglinton Road, Bray, Wicklow	(01) 2869111	info@localtimes.ie or wicklowed@localtimes.ie
Bray People	The Boulevard, Quinsboro Road, Bray, Co Wicklow	(053) 9140100	wicklow@peoplenews.ie

Media Contact List

Radio Stations

Beat 102-103fm	The Broadcast Centre, Ardkeen, Waterford	(051) 849 102	info@beat102103.com
Clare FM	Abbeyfield Centre, Francis Street, Ennis, Co Clare	(065) 682 8888	news@clare.fm
Claremorris Community Radio	Claremorris Community Radio Ltd, Chapel Court, Chapel Lane, Claremorris, Co Mayo, F12 D535, Ireland	(094) 9373737	admin@ccr946.ie
Community Radio Castlebar	Thomas St, Gorteendrunagh, Castlebar, Mayo Ireland	(094) 9027442	info@crclm.ie
Connemara Community Radio	Letterfrack, Connemara, Co Galway	(095) 41616	info@connemarafm.com
Cork 96 FM/C103 FM	Broadcasting House, Patrick's Place, Co Cork	(021) 4551596	reception@96fm.ie
Dublin City FM	Unit 6, Docklands Innovation Park, East Wall, Dublin 3	(01) 8658020	news@dublincityfm.ie
Dublin South FM	Date Complex, Level 5, Dundrum Town Centre, Dundrum, Dublin 16	(01) 2960939	info@dublinsouthfm.ie
East Coast FM	Radio Centre, Killarney Road, Bray, Co Wicklow, A98 R6F6	(01) 2724700	hello@eastcoast.fm
Dundalk FM	Dundalk Media Centre, Partnership Court, Park Street, Dundalk	(042) 9395100	info@dundalkfm.com
Flirt FM	Aras na Mac Leinn, N.U.I.G., Galway	(091) 493470	info@flirtfm.ie
Galway Bay FM	Sandy Road, Galway	(091) 770000	news@galwaybayfm.ie
Highland Radio	Pine Hill, Mountain Top, Letterkenny	(074) 9125000	news@highlandradio.com
iRadio	Unit C, Block 3, Monksland Business Park, Athlone, Co. Roscommon	(090) 6445600	iteam@iradio.ie
KCLR 96 FM	KCLR, Broadcast Centre, Leggettstrath Business Park, Carlow Road, Kilkenny, R95 YTD5	1800 90 9696	info@kclr96fm.com
KFM	KFM Broadcast Centre, M7 Business Park, Newhall, Naas, Co Kildare	(045) 849109	news@kfmradio.com
Life FM	Unit G, Dean Rock Industrial Estate, Togher, Co Cork	(021) 4964444	info@lifefm.ie
Liffey Sound	Ballyowen Castle Community Centre, Ballyowen Lane, Lucan, Co Dublin	(01) 6219425	info@liffeyoundfm.ie or stationmanager@liffeyoundfm.ie
Limerick's Live 95 FM	Unit 5-6, Radio House, Richmond Court, Dock Road, Limerick	(061) 461922	info@live95fm.ie
LMFM	Broadcasting House, Rathmullen Road, Drogheda, Co Louth	(041) 9832000	info@lmfm.ie
Midlands 103	Tindle House, Axis Business Park, Clara Road, Tullamore, Co Offaly	(057) 9351333	newsroom@midlands103.com
Mid-West Radio FM	Clare Street, Ballyhaunis, Co Mayo	(094) 9630169	studio@midwestradio.ie
Near FM	The Northside Civic Centre, Bunratty Road, Dublin 17	(01) 8671190	reception@near.ie
Northern Sound Radio	Kilnacloy, Milltown Business Park, Co. Monaghan	(047) 72666	reception@northernsound.ie
Ocean FM	North West Business Park, Collooney, Co Sligo	(071) 9118100	news@oceanfm.ie
Radio Kerry	Main Street, Tralee, Co Kerry	(066) 7123666	news@radiokerry.ie
Red FM	Unit 1, University Technology Centre, Curraheen Rd, Bishopstown, Cork	(021) 4865500	info@redfm.ie
Ros FM	RosFM 94.6 Community Radio, Athlone Road, Roscommon Town, Co. Roscommon, F42 AX24	(090) 6628161	info@rosfm.ie
Shannonside 104 FM	Unit 1E, Mastertech Business Park, Athlone Road, Townparks, Longford, N39 RR67	(043) 3349317	news@shannonside.ie
South East Radio	Custom House Quay, Wexford	(053) 9145200	news@southeastradio.ie
Spin South-West	2th Floor, Landmark Building, Raheen, Limerick	(061) 218800	info@spinsouthwest.com
Tipperary Mid-West Radio	St. Michael's Street, Tipperary	(062) 52555	newsdesk@tippmidwestradio.ie
Tipp FM	Gurtnaflaur Business Park, Clonmel	(052) 6125299	news@tippfm.com
West Limerick 102	Unit 5, Enterprise Centre, Sheehan's Road, Newcastle West, Co Limerick	(069) 66200	news102fm@gmail.com
Wired FM	Mary Immaculate College, South Circular Road, Limerick	(061) 315773	manager@wiredfm.ie
WLR FM	The Broadcast Centre, Ardkeen, Waterford	(058)45823 or (051) 872248	news@wlrfm.com



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