

# **PUBLIC RELATIONS PLAN**

09/12/2023

**Situation Analysis:** Micato Safaris organizes high-end Safari tours for tourists. The “Royal Palaces of India” tour is looking to gain publicity for their tour and make potential customers excited.

**PR Campaign Objective:** To popularize Micato Safaris’s “Royal Palace of India” tour by heavily promoting it to the senior and retiree age group

## **Target Audiences:**

1. Senior/Retired Citizens
2. Wealthy, Middle-Aged Citizens

## **S.M.A.R.T Goals:**

1. To increase advertising for the tour via email outreach to 50 retirement home communities.
2. To Increase the number of customers on the promotion email list by 200%.
3. To create a catchy slogan regarding the tour that resonates with the older community.

## **PR Strategy:**

1. Use simple, legible social media, email and pop-up advertising
2. Use committed customers as leverage to convince their friends to sign up as well
3. Coordinate with retirement communities to advertise the tour within the communities themselves.

## **Tactics:**

1. Create a Facebook group specifically focused on the “Royal Palace of India” tour to differentiate this tour from Micato Safaris’s other options and target the older audience.
2. Reach out to Brookdale Senior Living Inc. to conduct talks of handing out brochures and flyers about the tour at facilities nationwide.

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## NEWS RELEASE

FOR IMMEDIATE RELEASE – 09/12/23

### MICATO SAFARIS UNITES WITH THE ELDERLY

CHAPEL HILL, N.C. – Micato Safaris, a foreign vacation organizer, has officially partnered with Brookdale Senior Living Inc. This partnership stems from the need to promote Micato’s new tour, Royal Palaces of India, to older, retired citizens who have over two weeks of free time to spare. The partnership will go into effect immediately and the deliverables are included but not limited to transportation advertising and explanatory sessions to guide potential customers regarding the planning process.

“This partnership is going to help everybody,” said Sean Walwyn, CEO of Micato Safaris. “We love to have older people coming on our tours, and I know they could use the help or extra motivation to commit to it.”

Micato Safaris is a luxury safari company founded in 1966 by Felix Pinto. Offering trips in Africa and India, Micato Safaris is a top organization to book your vacation with. Call 1-800-642-2861 or visit [micato.com](http://micato.com) for more information.

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## MEDIA ADVISORY

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### BROOKDALE HOSTS MICATO SAFARIS TO KICKSTART PARTNERSHIP

CHAPEL HILL, N.C. — Brookdale Senior Living Inc. and Micato Safaris initiate their partnership at Brookdale MacArthur Park in Durham on Sunday, Sept. 17th.

**WHAT:**

Brookdale Senior Living will be hosting a casino-themed gala at their location in Durham, N.C. This gala is to promote the beginning of a long-term partnership with Micato Safaris.

**WHO:**

CEO of Brookdale Senior Living, Lucinda Baier, and CEO of Micato Safaris, Sean Walwyn, will both be giving speeches at the event. Other executives and employees of both companies will also be in attendance.

**WHEN:**

This gala begins at 1:00 p.m. on Sunday, Sept. 17th. and will last until 5:00 p.m.

Scheduled activities:

1:05 p.m.	Welcome speech given by Lucina Baier.
1:15 p.m.	Casino Games Commence
3:00 p.m.	Partnership speech by Sean Walwyn
4:00 p.m.	Dinner Served
4:45 p.m.	Closing Presentation

**WHERE:**  
Cary, NC.

This event will be at Brookdale MacArthur Park - 111 MacArthur Drive,

**DETAILS:**

The gala will be hosted in the large dining room and outdoor patio and seating areas of the facility. Attendees are required to RSVP their seat in advance.

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## FACT SHEET

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### MICATO SAFARIS PARTNERS WITH BROOKDALE SENIOR LIVING

Micato Safaris and Brookdale Senior Living have come to terms on a long-term partnership.

- The deal will last five years and is effective immediately.
- The kickoff gala will be hosted at Brookdale MacArthur Park in Durham, N.C. on Sunday, Sept. 17th at 1:00 p.m.
- Media coverage of the event will be permitted from 1:00 - 1:30 p.m.

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