

Le 4L TROPHY et la presse

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In order to ensure the best possible media coverage, the 4L Trophy™ has developed a media strategy which befits its status as a major event:

During the Rally:

- The setting up of **a press room** on the bivouacs which regularly issues press releases.
- The broadcasting online every evening of a **TV News Bulletin** (4L TV) at www.4ltrophy.com. This will be accompanied by highlights from the day's stage and a selection of photos.
- The presence of **a production company** to film, edit and distribute daily images of the Rally to national and international broadcasters.
- The presence of **a team of professional photographers** (photographers of the Dakar rally) to provide photographs of the event to the press and to internet media sites (9,000 photos a day).

Throughout the year:

The 4L Trophy has its own Press Unit in Paris.