

P2RX Marketing & Partnering Committee Meeting  
Thursday, June 17, 2010

**Participants:** Paula Del Giudice, Cathy Buller, Bob Iverson, Donna Walden, Julie Woosley

The meeting was scheduled to discuss the draft roll out plan for the Climate Change Topic Hub. Everyone thought the plan was very thorough.

Suggestions:

- Plan release for the week of July 12
- Prepare “media kit” to send to P2Rx centers:
  - 1) Press release (suggestion was made to tie to the Gulf oil gusher to take advantage of media interest)
  - 2) Sample blog post
  - 3) Interesting factoids
  - 4) Other useful information

Centers will push the information out through all their venues: listservs, Facebook, web sites, Twitter, etc.