

MEDIA RELATIONS & THOUGHT LEADERSHIP: INTERNATIONAL MARCH OF THE LIVING

THE CHALLENGE

March of the Living is an international human rights organization that gathers thousands of activists, survivors and students each year to remember the history of the Holocaust and examine its root causes of prejudice, intolerance and hatred. The initiative attracts over 10,000 participants who march from Birkenau to Auschwitz. Since 1988, the march has inspired millions to fight injustice, cultivated a new generation of activists and raised millions of dollars for worldwide social justice causes.

The TASC Group was hired to manage the media campaign surrounding the 25th anniversary of the march. In addition to generating media, The TASC Group helped the organization coordinate with partners and manage fundraisers in New York and Los Angeles ahead of the march. This project required TASC to liaise with event organizers, student groups around the world and World War II veterans who were reuniting with survivors for the first time since the camps were liberated.

THE STRATEGY

TASC worked with the founders and organizers of March of the Living over a year in advance to generate national and international coverage before, during and after the march. TASC met with the World War II veterans and survivors to interview and understand their stories before introducing them to the press. TASC conducted media prep sessions with these veterans to help them communicate more effectively during media opportunities. TASC identified proactive and reactive story angles to promote the organization's thought leadership as well as amplify the stories of the liberators and survivors. TASC identified and built relationships with key reporters at international, national and Jewish media outlets around the world to build momentum ahead of and during the march in Poland.

THE RESULTS

Ultimately, The TASC Group's work generated thousands of placements across broadcast, print, radio and online outlets, which are estimated to have earned more than 789 million media impressions. Coverage spanned the globe, with featured stories appearing in outlets based in Canada, France, The Netherlands, the Czech Republic, Bulgaria, Germany, Hungary, Spain, Greece, Italy, China, Israel, Poland, Ireland, the United Kingdom and over 25 states across the U.S. These outlets included New York Daily News, the [New York Post](#), [HuffPost](#), [The Wall Street Journal](#), the Economist, [Haaretz](#) and [The Washington Post](#). The event was considered one of the most successful ever held, attracting over 10,000 people, representing 35 countries.

700M+ MEDIA PLACEMENTS

DAILY NEWS

NEW YORK POST

THE WALL STREET JOURNAL

The
Economist

Forward

The Washington Post

yahoo!

HAARETZ