



Mouth Public Relations Case Study

Laugh for Sight

Objective: Our client hosts an annual grassroots charity benefit in New York City showcasing some of the country's best stand-up comedians—performing to raise money and awareness for eye disease research and a guiding eye dog school. Armed with a limited budget, Mouth Public Relations was hired to promote the event through traditional media outlets, procure silent auction and goodie bag items, acquire corporate sponsorships, and find a notable emcee to host.

Strategy and Tactics: Mouth Public Relations simultaneously launched media outreach, product donation, sponsorships, and emcee search campaigns in order to maximize effort.

Results: Mouth Public Relations was successful in garnering significant media hits to promote Laugh for Sight—a first in the event's four-year history—by booking a series of radio PSA's on 1010 WINS, 87.7 The Pulse, and 103.5 KTU-FM, along with an interview with event founder Brian Fischler on 1010 WINS, interviews for participating comedians on Sirius/XM Radio, and event listings in the *New York Daily News* and *Time Out New York*, among others. We booked legendary 1010 WINS reporter Alice Stockton-Rossini to emcee the event. Silent auction and goodie bag items included products we procured from such companies as Robert Marc, Mandarin Oriental Hotel Group, Hilton Hotels, Felix Rey, Circle Line Cruises, Luxottica, Vynyl Restaurants, Dramatics NYC, the Body Patisserie, and the Broadway show "Rock of Ages." Sponsorships included donations from the Brooklyn Brewery and Halo Purely for Pets.