

THE POWER OF PUBLICITY

Community Supports 3000 Acts of Kindness by Coated in Love

Just two months to go until the most anticipated event of the year for the Twin Cities' homeless community. Coated in Love still needs lots of donations for 3000 Acts of Kindness which takes place at the Minneapolis Convention Center on December 14.

On September 26, community members dropped off dozens of donations during the 3rd annual Grill to Warm the Chill event at Knowledge Computers in Plymouth.

[KSTP TV](#) covered the event. Plus, it was previewed by both [WCCO TV's Shayla Reaves](#) and the [MN Sun Sailor newspaper](#). Thank you to all three news outlets for the help getting the word out!

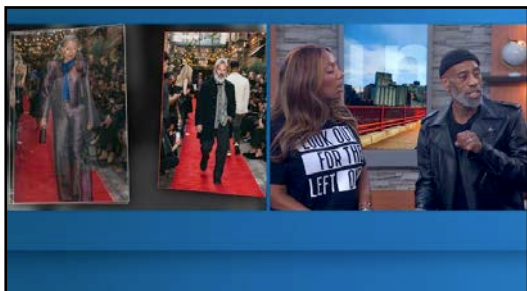
Also in September, stories about 3000 Acts of Kindness by Coated in Love were done by [KARE 11 Sunrise](#) and the

[Minnesota Monthly Magazine](#) in

connection with this year's All Black Attire Fashion Show held in Downtown Minneapolis on September 16.

Event attendees were asked to donate winter gear that will benefit the Twin Cities' homeless population.

Learn more about 3000 Acts of Kindness by Coated in Love and how you can get involved at 3000ActsofKindness.org



Song Written in the Aftermath of 9-11 Gets a Refresh...and Finds its Purpose



Blaine High School graduate James Pietrek released the song he wrote in the aftermath of the 9-11 Attacks on America on September 11, 2026. "Eagleyez" is now available for download for \$1.99 at the website 25911250.com

There is special significance in the URL. This year marks the 25th anniversary of 9-11 and America's 250th birthday. One hundred percent of the proceeds from song downloads and performances will go towards getting a statue of a K-9 and Soldier built at Veterans Memorial Park in Pietrek's hometown of Blaine.

Pietrek appeared on [FOX 9's All Day with Courtney Godfrey](#) the afternoon of September 11 to talk about his inspiration for the song,

and to share the special meaning the K9 and Soldier statue holds for him. The story quickly went national, appearing on [Yahoo! News](#).

Also on September 11, the article RMA Publicity wrote about Pietrek's effort to make sure people never forget was published by [ABC Newspapers](#).

Alongside Network Featured on 2 News Outlets in Bend, Oregon

Since its founding in 2021, [Alongside Network's mission](#) has been to shift the system of care for families who have a child with a life-threatening illness or injury, such that trauma-informed care is integrated throughout their hospital and recovery experience.

RMA Publicity is happy to share a link to a story about the organization done by [Bend, Oregon television station KTVZ](#) on September 22nd. Photojournalist Tyson Beauchemin interviewed Alongside Ambassador Annie Miller.

A second story published in the [Bend Bulletin newspaper](#) on September 30. More information about the Alongside Network can be found online at [Alongsidenetwork.org](#)



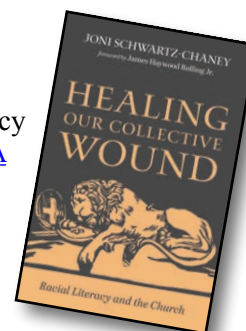
Book Launch Events Held in Brooklyn, NY for *Healing Our Collective Wound: Racial Literacy and the Church*



If you live in America you are wounded by racism, no matter who you are; and City University of New York Professor Joni Schwartz-Chaney's latest book zeroes in on the role of the church in historic and contemporary racism.

A series of book launch events took place in Brooklyn in September for *Healing Our Collective Wound: Racial Literacy and the Church*. More information can be found [in this RMA Publicity article posted on Brooklyn's Patch.com](#)

Also in September, the author was quoted in an article about the Brooklyn Book Festival that published in the [BK Reader](#).



MEDIA OPPORTUNITIES

If your story is relatable to any of the following events observed in October or November 2026, let us know! RMA Publicity may be able to help you secure publicity in the print, broadcast and/or online media.

October is...

Adopt A Shelter Dog Month
Breast Cancer Awareness Month
Domestic Violence Awareness Month
Health Literacy Month
National Critical Illness Awareness Month
National Cyber Security Awareness Month
National Domestic Violence Awareness Month
Positive Attitude Month

Also Observed in October...

Guardian Angels Day – Oct. 2
World Smile Day – Oct. 2
Mental Illness Awareness Week – Oct. 4-10
World Mental Health Day - Oct. 10
National Bullying Prevention Day – Oct. 14
National Cat Day – Oct. 29
Books for Treats Day – Oct. 31

November is...

American Diabetes Month
Aviation History Month
National Adoption Month
National Entrepreneurs Month
National Family Caregivers Month
National Memoir Writing Month
National Novel Writing Month
World Vegan Month

Also Observed in November...

National Author's Day – Nov. 1
Veterans Day – Nov. 11
American Education Week – Nov. 16-20
World Philosophy Day – Nov. 19
Thanksgiving Day – Nov. 26

* Source: 2026 Chase's Calendar of Events

RMA Publicity

The Holiday Season is Upon Us... Are You Ready?

By Rachel M. Anderson, Publicist, [RMA Publicity](#)

Every year around this time I begin receiving calls from present and past clients—and new prospects—asking for my help promoting their books during the holiday season. I then deliver both the good news and the bad news.



First the bad news. It is probably too late to set up events at bookstores and at event venues. Most places have been booked for the holiday season since late spring or early summer.

Now the good news. There are several things you can still do to ring up some much-deserved sales during the most wonderful time of the year. Here are some ideas for you:

1) Capitalize on your social media connections

Remind your friends and connections on Facebook and the other social media platforms that your book would make a great holiday present for that special somebody in their life. In your posting, include a link to your website or the publisher's website where those who are interested can place an order.

2) Offer discounts and bonuses to people on your email list.

October and November are good months to send holiday greeting to everyone on your e-mail/newsletter list. If you get the messages out early, you're sure to stand out as most people wait until the last minute to get their cards in the mail.

In your message you can suggest they consider purchasing copies of your book to give away to friends and family as gifts. You can encourage sales by offering a special holiday season discount or including a bonus gift for people who purchase your book before the end of the year.

3) Give books away

This may seem counterproductive at first since your goal is sales, but there are so many wonderful charitable events held during the holiday season that you can participate in. Having your book on a table that hundreds of people walk by can do a good job of promoting the title.

4) Hand out flyers

Create a handout touting your book as a great holiday gift and put it up on community bulletin boards. Be sure the flyer has a holiday feel. And clearly state that your book makes a great holiday gift!

Coffee shops and community centers are wonderful places to connect with people you otherwise may never meet.

5) Start planning for next year

And while this may not lead to sales right away, it's sure to make a difference if you start planning your promotional activities for next year right now. Being proactive rather than reactive can pay off big.

One of the first things I recommend you do is make a list of all the events you'd like to participate in during 2027, then start gathering contact information for the event organizers. Now is the time to secure a table at the big book fair in town and at any other events you think will be good places to showcase your book.

Hopefully you're not already too late as several of the more popular events start booking a year in advance.

Planning to travel in the new year? If so, start looking into possible signing opportunities in the cities you will be visiting. If your book is available through the major distributors, you should be able to get into a Barnes & Noble in the city you are visiting. If you are self-published and don't have a distributor, focus instead on the small, independent bookstores.

Need help with promotion this holiday season? RMA Publicity would be happy to help. [Contact us](#) to get started on a campaign.

Next Month's Publicity Tips Article:

Get A Marketing Plan in Place for the New Year

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