

Evelina London Zip

Evelina London Children's Hospital produced an iconic, globally impactful PR event of epic scale when they created the first ever zip line across the Thames, raising £1million in the process.

Premier composed and activated announcement and event strategies, as well as managed media and communications from the event on the day.

Results

8 print titles, 5 broadcast outlets, and over 30 online sites ran the story giving the campaign a potential reach of **564,999,033**.

The coverage secured a Media Value of approximately **£2,806,316**



EveningStandard.

The Telegraph

COVERAGE HIGHLIGHTS



'I was stupid enough to do it!': Ferne McCann can't stop screaming as she zip wires over the River Thames

By Rebecca Lawrence For MailOnline
PUBLISHED: 12:00, 2 December 2016 | UPDATED: 16:08, 2 December 2016



She's taken on many tough challenges for The Morning viewers. And on Friday, Ferne McCann was up for another one as she took on London's scariest zip wire before donating back to the studio to see all about it.

She'll stand at her best for doing it. THE MORN'G 26, was asked by Eamonn Holmes. Who would be stupid enough to do it? Well, she obviously wasn't her hand and responded: 'Me, it's me.'

Scroll down for video



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Daredevils fly over River Thames on zip wire to raise £1m for charity

You get to watch one. This is not a zip for the faint hearted. It will test you as you fly directly into the Houses of Parliament



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Download: Daredevil fundraisers have taken part in the first ever zipwire across the River Thames - raising more than £1 million for charity

Twenty thrillseekers have taken part in the first ever zipwire across the River Thames - raising more than £1 million for charity.

The line, which was 1,480m (450m) long and 170m (52m) high, ran from St Thomas's Hospital North Wing to Victoria Tower Gardens.

The event was in partnership with London Fire Brigade as part of its 150th anniversary celebrations.

It was raising funds for the Evelina London Children's Hospital.

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Daredevils raise over £1 million in first EVER zipwire across River Thames

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'WHO'S STUPID ENOUGH TO DO IT?' This Morning's Eamonn Holmes rips Ferne McCann as she takes on London's scariest zip wire

Brave Ferne took on the 450 metre zip wire without too much fuss...

By Ellie Henman, Showbiz Reporter
20 December 2016, 12:00 pm



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Download: Eamonn Holmes poked fun at Ferne McCann on Friday's This Morning as she took on London's scariest zip wire

The former Tower star had put herself forward for the new experience - which sees people flying across the river Thames at 40mph.

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Ferne McCann screams as she zip wires across the Thames

Experience this incredible zip wire ride across the Thames



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YAHOO! NEWS. 20 PEOPLE HURTLED AT SPEEDS OF UP TO 40MPH, 52 METRES HIGH, IN AID OF THE EVELINA LONDON CHILDREN'S HOSPITAL

Experience this incredible zip wire ride across the Thames. Tap and unwrap your perfect getaway.

msn

Aol.

20 PEOPLE HURTLED AT SPEEDS OF UP TO 40MPH, 52 METRES HIGH, IN AID OF THE EVELINA LONDON CHILDREN'S HOSPITAL. Experience this incredible zip wire ride across the Thames

Video: Thames zip wire raises £1m for charity. MORE FROM THIS PARTNER

Telegraph.co.uk

BBC NEWS

THE HUFFINGTON POST

London Evening StandardOnline

London Fire Brigade puts a zip wire over the Thames



A bird's-eye view from a zip wire across the River Thames in London



River Thames zip wire raises £1m for charity

2 December 2016 Last updated at 21:37 GMT

A zip wire over the River Thames in London has raised £1m for charity

The line, which was 1,480m (450m) long and 170m (52m) high, ran from St Thomas's Hospital North Wing to Victoria Tower Gardens.

The event was in partnership with London Fire Brigade as part of its 150th anniversary celebrations.

It was raising funds for the Evelina London Children's Hospital.

Zipwire Across The Thames Sees Participant Raise Over £1 Million For Evelina Children's Hospital

20 thrillseekers took part in the first ever zipwire across the River Thames - raising more than £1 million for charity



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London's most terrifying zip wire opens with ride across the Thames

The Evening Standard joined the first batch of daredevils flying its net



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Belfast Telegraph

Video: Thames zip wire raises £1m for charity

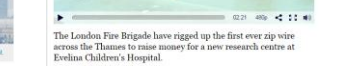
Published 09/12/2016



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Download: The London Fire Brigade have rigged up the first ever zip wire across the Thames to raise money for a new research centre at Evelina Children's Hospital.

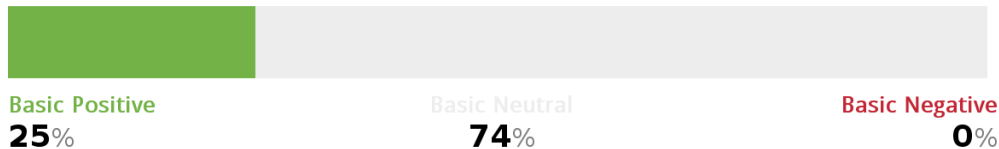
ANALYTICS & INFLUENTIAL AUTHORS

Between 2nd & 5th December, there was a total of **961** Twitter mentions of the Evelina zip wire.



In turn, this generated a total of **11 million** potential Twitter impressions.

The positive sentiment surrounding #Evelinazip posting was strong, at **25%**. Negative sentiment was at 0%.



The accounts generating the most mentions were as follows:

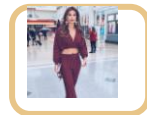
@LondonFire – 230
@EvelinaLondon – 220
@Thismorning – 120
@SupportEvelina – 100
@BBCNews – 90

The hashtags generating the most mentions were as follows:

#EvelinaZip – 950
#Thames – 110
#London – 90
#Santa – 90
#LFB150 – 80



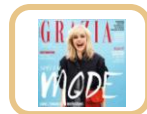
This Morning
1.59M Followers
[LINK](#)



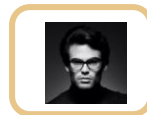
Fern McCann
792K Followers
[LINK](#)



London Fire Brigade
131K Followers
[LINK](#)



Rosie Tapner
8.3K Followers
[LINK](#)



Mark-Francis
355K Followers
[LINK](#)



Kings College London
56.5K Followers
[LINK](#)



On Demand News
32.2K Followers
[LINK](#)