

# Sample E-Pitch

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To: Bill Sawchuk <[bsawchuk@postmedia.com](mailto:bsawchuk@postmedia.com)>

The St. Catharines Standard

From: Poornima Rajasekar [PR@niagarachildrenscentre.com](mailto:PR@niagarachildrenscentre.com)

## **Sub- 3 Awesome things about the 'Super Hero Run | Walk 2016'**

Hi Bill,

If you see a Batman or a Ninja walking around St. Catharines in next two weeks, don't be surprised because they are supporting the Niagara Children's Centre for an upcoming event.

This is Poornima, the PR Coordinator of Niagara Children's Centre. I am writing to you about a story idea for your consideration. We are hosting our 2<sup>nd</sup> Annual '**Super Hero Run | Walk 2016**', a fundraising event that helps over 3,200 children and families. The event is set to take place on 16<sup>th</sup> October, 2016 at 567 Glenridge Ave, St. Catharines.

There are 3 awesome things you will love about this event, which will also seek your readers' attention.

- Firstly, you get to see the Super heroes of all age doing Zumba, which is not so common.
- Secondly, the participants will have an opportunity to get their picture taken with their favourite superhero hero.
- Lastly, you can meet the Smith family, whose five -year- old daughter Daisy was born with a severe seizure disorder and receives her speech therapy at this Centre.

Please let me know if you are interested in this story so that I shall give you a call later in this week to assist you further. I can also arrange for an exclusive one-on-one with Tina Watson, the Director of the organization.

Attached is event press release and pictures that are available on [www.niagarachildrenscentre.mediaroom.ca](http://www.niagarachildrenscentre.mediaroom.ca).

Looking forward to hear from you!

Regards,

**Poornima Rajasekar,**

PR Coordinator- Niagara Children's Centre

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# Media Release

**Media contact for more information:**

**Poornima Rajasekar**

Public Relations Coordinator,

The City of Calgary

Official Website- [www.calgary.ca](http://www.calgary.ca)

**Contact-** (123) 456-7890

**Dec. 03, 2016**

**Calgary gets an all- new Sports Complex**

**Calgary, Alberta, Dec. 03, 2016-** The City of Calgary is excited to announce the opening of a new sports and recreation complex on Dec. 05, 2016, located at 5055 Fourth Avenue in Calgary. The new facility will be called R. Simpson Sports and Recreation Complex, named after a prominent resident named Ralph Simpson.

The complex will house facilities like basketball, ice skating, hockey, library, coffee shop, community rooms, Wi-Fi connections, catering to various recreational interests of the public. The highlight of the facility will be the Olympic sized swimming pool. The public can access the facility on all days between 7 am and 10 pm.

The idea of launching this new facility has gone through various phases of decisions. To make this happen, 4 community groups including The City Basketball Association, the Calgary Hockey Association, Swimmers Club, and the Simpson Foundation were involved in the planning of the building. The recreational programming for the City of Calgary will start on Dec.10,2016.

“We hope that the facility will increase the participation of people in sporting activities and that they would try hard to the attract basketball tournaments to the new facility” said Joe Smith, the Mayor of Calgary.

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**For further information about the complex, please visit-**

[www.calgary.ca/simpsoncomplex](http://www.calgary.ca/simpsoncomplex)

[or call](tel:3125555555) -(312)- 555-5555

### **About The City of Calgary-**

As the third largest municipality in Canada, we serve a city that 1.2 million people call home, a population that is young - with an average age of 36 years, diverse - with 28% visible minorities, and growing - with 40,000 new people arriving each year from across Canada - and the world. An excellent quality of life, low taxes, proximity to nature and cleanliness make Calgary one of the most liveable cities on the planet! We are part of that success story - serving the city we live in, the city we love. And it shows. Calgarians are overwhelmingly satisfied with the service they receive. We listen, respect and act. United in a common purpose to make life better every day, for the citizens of today and tomorrow .



**Contact - Poornima Rajasekar**

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**Nov.22,2016**

## **MEDIA ADVISORY**

***Premier Wynne reads proclamation to honour***

***Malivoire winery's 100<sup>th</sup> harvest***

### **WHAT:**

The 100<sup>th</sup> harvest of the region's oldest winery will focus on the visit of Ontario Premiere Kathleen Wynne. She will officially proclaim the 100<sup>th</sup> harvest and read a proclamation on behalf of the Government of Ontario and renaming of the public roadway to the winery is Malivoire's president, Charles Hetterich.

**WHO:** Kathleen Wynne, Ontario Premiere and Malivoire's president- Charles Hetterich

**WHEN:** Saturday, November 26, 2016  
4 p.m. to 4.45 p.m.

**WHERE:** Malivoire Winery, 4260 King Street East,

Beamsville, ON L0R 1B0,

**WHY:** This year is a special vintage year for Malivoire (delete first sentence). Malivoire ranks 3rd among the 250 wineries in the country, based on coooperation of more than 1 million gallons. Malivoire is Grimsby's largest industry and most popular tourist attraction. The winery features "barrels on the roof" where sherries and ports are aged

**HOW:** For interviews or additional information please contact –

**Poornima Rajasekar-** write to [poornimarajasekar2@gmail.com](mailto:poornimarajasekar2@gmail.com) or call 289-673-1095

**PHOTO OPPORTUNITY:** \* Kathleen Wynne, Ontario Premiere inaugurating the 100<sup>th</sup> harvest

\* For the first-time, four new Malivoire wines will be on display

\* Charles Hetterich, Malivoire's president, renaming the public roadway to the

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### **About Malivoire Wine-**

It is the magnum opus of Martin Malivoire. As a director of motion picture special effects, Martin's career encompassed everything from television's "Wayne and Shuster Comedy Hour" to such Hollywood big-screen attractions as "Resident Evil", "A Christmas Story" and "Hairspray". After thirty years, Martin decided the time for a change had come. The results came rapidly with the purchase in 1995 of what is now known as the Moira Vineyard, followed by the acquisition of the larger property where the winery now stands. Original plantings of Pinot Gris, Chardonnay, Gewurztraminer, Gamay and Pinot Noir were supplemented in the following years by additional vinifera varieties. Today, thanks to burgeoning demand, Malivoire operates at the top of its capacity, producing twenty-four thousand cases of wine per year.