

Sample E-Pitch

To: Bill Sawchuk <bsawchuk@postmedia.com>

The St. Catharines Standard

From: Poornima Rajasekar 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 2nd 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 16th 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.

Looking forward to hear from you!

Regards,

Poornima Rajasekar,

PR Coordinator- Niagara Children's Centre

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