

To: Holly Rhue

Subject: For Holly Rhue: Exclusive on LifeFuels New Products

Ms. Rhue:

Coming summer of 2018: An innovative design combining water and technology to improve health. LifeFuels is an up-and-coming company that promotes the well being of its users by encouraging the proper intake of water and nutritious supplements. Starting in August, LifeFuels will be sponsoring the Virginia Tech football team by donating some of their water bottles for the team to try.

LifeFuels would be a valuable story that we are offering exclusively to *Northern Virginia Magazine* because it is a Virginia-born business. Additionally, this story fits well with your recent articles related to health and fitness. Your January article about the benefits of yoga with animals and your December list of unique workouts to try in 2018 both pair well with informing your readers about a great way to drink more water. Many of your articles combine the reduction of stress with pop culture and trends, so this feature would continue your goal to create healthy habits.

We would like to invite you to spend a day learning about everything LifeFuels has to offer. Jonathon Perrelli, CEO and Co-Founder, and Rob Lawson-Shanks, CTO and Co-Founder, will plan to meet with you for an interview. Lawson-Shanks can take you on an exclusive tour of our facilities to show you exactly how our products are made, while Perrelli can answer any questions you have about our business model and future goals. Both are available by Skype or phone if you are unable to travel here.

I look forward to working with you on this feature. I will be calling your office Monday, March 12, of next week between 2 p.m. and 3 p.m. in order to further discuss details. Feel free to contact me directly if you have any questions or concerns at 555-123-4567. Thank you for taking the time to consider our offer.

Michelle Gregg

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