Brianna Enders

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April 11, 2016

[Recipient Name – Title]

[News Organization]

[Address]

[City, State – Zip Code]

Dear [News Organization]:

I am developing a St. Pete-local startup longboard skateboard company, Breezy Boards, and would love to have my upcoming event featured in your publication. The official Breezy Boards Launch Party is approaching quickly and will be hosted at World of Beer in downtown St. Petersburg, Fla. on Friday, May 13 from 8 p.m. until 1 a.m. The first Breezy Boards collection of art-based longboards, Adjective Dragon, and the 13-piece Breezy Boards merchandise and apparel line will debut at the event, which is expected to feature free tarot card readings for anyone who purchases a board, themed face painting and a variety of local beer, bands, food vendors and raffle prizes.

I am expected to graduate from the University of South Florida St. Petersburg Sunday, May 8, with a bachelor of arts in journalism and mass communications, paired with a minor in entrepreneurship. The commencement ceremony is five days before the Launch Party for my dream business. I have been diligently working to make the event an epic success. In concurrence with my final three senior classes, homework and senior projects, I work part time as a server and have committed full-time towards successfully launching Breezy Boards, utilizing the skill sets that I have acquired through personal, professional and educational experience.

As a locally-supported and conscious startup, I would appreciate a feature in your publication to generate awareness about the event and its meaning for the community. Your readership of [insert quantity] targets the demographic that I aim to reach and feel that they would have a compelling interest in the concept and development of Breezy Boards as a startup and the social event of celebration. I have included flyers in this promotional packet, along with a copy of the article written about Breezy Boards in the USFSP Crow’s Nest. Feel free to contact me with any questions, comments or concerns. Thank you for your time and I look forward to hearing from you!

Sincerely,

Brianna Enders