\*This document is a mock Pitch Letter for a class assignment\*

Gary D’amato

Sports

Milwaukee Journal Sentinel

PO Box 661

Milwaukee, WI 53201

Dear Gary,

An estimated 207,090 women will be diagnosed with breast cancer this year and 39,840 will die from it. These women could be your coworkers, neighbors, or even family members. What if it was someone you knew? What if it was your mother, sister, cousin, or child?

Breast Cancer Awareness Month begins in October and is celebrating 25 years of awareness, education, and empowerment. The Coca-Cola Company is sponsoring the 2010 Coca-Cola Open at the Fairways of Woodside Golf course in Sussex, Wis., Oct. 2, 2010. All of the proceeds will go to the Susan G. Komen Foundation.

When you're choosing stories for October, this topic will be an excellent and meaningful choice. I can guarantee you this topic is extremely important to your thousands of readers. This open is a way the community can help support Breast Cancer Awareness Month in a way people will enjoy getting involved in.

“For the month of October, Coca-Cola is expanding their Open Happiness campaign to an Open Happiness and Hope campaign,” Alexander B. Cummings, Executive Vice President and Chief Administrative Officer of Coca-Cola, said. “The goal for this open is to not only raise money, but to *drive* some hope into the hearts of the thousands who suffer from breast cancer.”

Coca-Cola and Fairways of Woodside have put together a fun-filled and hope driven outing that will not only raise money and awareness, but create a fun and relaxing afternoon for all supporters.

Breast cancer has become such a horrific and awful epidemic in this country, and we as community members, coworkers, friends, and family members are all obligated to take every opportunity we can to end breast cancer and make it a thing of the past.

If you have any questions or concerns feel free to contact me by phone or email.

Sincerely,

Heather Schwartz  
Coca-Cola Corp.

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