



### **Proactive Pitch- sample Email to Lisa Blake, writer for Fort Collins Magazine**

Hi Lisa – I'm Aleah Wilson, undergraduate student at Colorado State University. I'm currently studying journalism and media with a minor in business and history. I'm working on behalf of Tula Boutique to organize an event. I have an idea for a potential article regarding an upcoming event.

The event is a competition in collaboration with CSU's fashion and design school. Several contestants will be competing against each other to create a series of outfits using only the items in the boutique. The winner will receive \$500 and the event is a way for a new up-and-coming designer to gain recognition.

The event takes place on April 20th 2020 at 7:30p.m and will be hosted at Tula Boutique in Old Town Fort Collins. There will be refreshments and snacks available for guests and everyone is welcome!

How do you feel about potentially writing a piece to increase awareness of the event? I appreciate your time and consideration!

Best,  
Aleah Wilson  
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