Pitching to local media

Hi **[journalist first name],**

I read your recent piece on **[subject of piece],** which I thought was brilliant and **[add a bit more detail here, e.g., “really captured the importance of not leaving the elderly out of the fight against climate change”].**

Today I’m writing to you on behalf of **[your organisation’s name],** where I work as **[your job title],** as we’re **[running an event / launching a campaign / looking to raise awareness of an issue].**

**[If you’re running an event, list the date, time, duration, location, and any speakers here].**

**[Add a bit more information here on why your mission is important, for the local community, and if possible, provide data to back up what you’re saying.]**

If you’d be interested in covering this, we have a range of case studies and spokespeople who would be happy to share their experiences and talk more about the work we do. This includes **[give brief detail of a case study or two, and of some spokespeople].**

**EXAMPLE:** *We have an elderly woman named Marge who started community food growing two years ago. Through it, she not only became less isolated but she also met a new partner and is now in the first romantic relationship she’s had since her husband passed away in 2017.*

**EXAMPLE:** *Secondly, we have Jon, a 17-year-old who was kicked out of school and is struggling with his mental health. He got into community food growing as part of a youth project to support young people, and because of it has developed a passion for cooking and is soon to start training to be a chef. Spokesperson-wise, we have a volunteer who’s been with us since the charity was founded, or our CEO Mike Adams.*

Please let me know if you’d like any further information about the **[event/campaign],** which has been made possible thanks to players of The National Lotteryor if there’s anything else we can do at our end to help make it work, as we would really love to be able to develop this piece with you!

Very best wishes,

**[Name, job title, your organisation name]**