

Crayola LLC
1100 Church Lane
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PITCH LETTER

Dear Joe Smith, editor of Lehigh Valley News,

On behalf of Crayola, I would like to extend an invitation to your news outlet to participate in our 100th anniversary kickoff party. Crayola begins yearlong celebrations on Oct. 18, 2013, from 9 a.m. to 5 p.m. at the Crayola Factory in Easton, Pa. The event will include speakers like U.S. President Obama and the company's president Mike Perry, a momentous birthday cake cutting and fun activities for all ages.

This event attracts children and families especially because the company gears its products towards nurturing and stimulating a child's creative mind. We strive for a family-oriented atmosphere and also to include all people. Your news outlet shares that same belief. We desire to engage our community here in Easton, Pa. and throughout the U.S. we hope you will partner with us to bring coverage to our event.

If you would like to cover this event, please contact Jodie Howard at jh1530@messiah.edu. For media personnel, Crayola will provide parking and media passes for the event. I will call in the next week to check in.

Sincerely,
Jodie Howard
Director of Public Relations, Crayola LLC

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Social Media Posts- Twitter



Kick off Crayola's 100th birthday at Crayola Factory in Easton, Pa., from 9 a.m. to 5 p.m.
President Barack Obama will come – so should you!

Social Media Posts- Facebook



Crayola invites you to its 100th Birthday Blow Out party at Crayola Factory in Easton, Pa., from 9 a.m. to 5 p.m. Come out and enjoy a crayon-shaped birthday cake, while exploring the Crayola Factory Experience. Listen to President Barack Obama speak and participate in a milestone experience!

(Include picture of President Obama)