

PITCH EMAIL EXAMPLES

Subject: Bart Starr Chalk Talk Update

Good Morning-

Rawhide, Inc. has been asked by the Bart and Cherry Starr Foundation to pass along the following updated press release confirming tickets go on sale to the general public tomorrow, October 13.

The Bart Starr Chalk Talk will feature recent NFL and Green Bay Packers Hall of Fame inductee Brett Favre and NFL Hall of Fame Quarterback and ESPN Analyst Steve Young and will be held on Monday, November 6th, 2017. This event will be hosted at the KI Convention Center located at 333 Main Street, Green Bay and held prior to the Monday Night Football game between the Green Bay Packers and Detroit Lions. The Chalk Talk will also feature a special tribute of the 50th anniversary of Super Bowl II.

A full news release is attached. Thank you.

Your Name
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Subject: Samsung Announces Availability of Gear Sport and IconX

Hi there –

Starting tomorrow, the Samsung Gear Sport smartwatch and IconX truly wireless earbuds are available for preorder.

In August, Samsung unveiled three new wearable devices—a new smart watch and fitness tracker (both waterproof), as well as wireless earbuds. All happen to have particularly consumer-friendly features so passing along some [broadcast-quality b-roll](#) you can use in your newscasts. It's an incredibly hot category right now – these, the new FitBit Ionic and Apple Watch– so Samsung has upped its “wearables” game with features like *fully submersible* water resistance and *offline* Spotify.

Please see a full press release below with some guidance on these new devices and their more buzz-worthy features:

- **Gear Sport**

- Samsung's newest smartwatch lets you **manage all your smart-home devices, deliver a PowerPoint presentation** and control **your Gear VR headset** ... from your wrist.
- The Gear Sport has an **onboard speaker to take phone calls**, built-in **Samsung Pay**, Wi-Fi and features the top fitness capabilities of Gear Fit2 Pro, including a 5 ATM waterproof rating, integration with top workout apps, onboard GPS and Spotify offline.
- **IconX** The **second generation of Samsung's very popular, fully wireless earbuds** have a longer battery life and easier-to-use controls. You can listen to music, take calls and track workout data more conveniently than before.

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