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PR Writing  
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Writing a Pitch

### **Pitch Option #1:**

#### **Meet Doug Larsen: How a Blind HP Tech Expert is Transforming Customer Service**

Dear Michael J. Kramer,

I hope this email reaches you in good spirits. I wanted to share with you an inspiring story of creativity and resilience that may resonate well with your readers.

One brilliant example of how hardship can inspire great service is Doug Larsen, a blind technical support specialist at HP. Doug, who has been blind since he was a kid, has grown to be an essential member of HP's customer service department, which answers 80,000 calls each week.

Doug, who specializes in helping clients with disabilities, goes above and beyond by diagnosing and troubleshooting technical issues with amazing precision using his exceptional senses of touch and hearing.

Doug's journey is an inspiring story about shattering stereotypes and reinventing what it means to provide exceptional customer service. His capacity to help people worldwide in 17 languages and listen to the sounds of a broken computer makes for a fascinating and touching story.

Given HP's commitment to inclusivity and helping all of its customers, I think your readers would enjoy hearing about Doug's special contributions to the business.

I'd be happy to put you in touch with Doug for an interview or to provide you more information. Please use my email or phone number to get in touch with me personally.

Thank you for your time and consideration.

Best regards,  
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## **Pitch Option #2**

### **Celebrating 20 Years of Kindness: A New Look on Kind Bar's Anniversary**

Dear Mary Emily O'Hara,

I wanted to share some of the amazing ways Kind Bar plans to celebrate its 20th anniversary in 2024 and encourage greater engagement with their loyal customers.

Kind Bar has been known for its healthy ingredients and commitment to spreading kindness since its founding, but as it enters its 20th year, the brand is stepping up its impact. Kind is going beyond simply providing a tasty snack with new flavor releases influenced by consumer feedback and a charity drive honoring kindness in local areas. The brand will be implementing helpful and interactive efforts that establish a personal connection with customers.

A piece on Kind Bar's milestone year, in my opinion, could spark a lot of interest among the food and wellness communities, especially those that prioritize sustainability, social justice, and healthy living.

I'd be pleased to help if you want to set up an interview or find out more about Kind Bar's anniversary plans. Please don't hesitate to contact me at the information below.

Looking forward to hearing from you!

Best regards,  
Olivia Ross

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