SAMPLE PITCH EMAIL FOR MEDIA

YOU HAVE MAIL...

Subject: [Town] Resident Inspires Community

Hello,

On [date] at [location], [resident] is [*conducting activity, such as:* "hosting a virtual gathering" or "organizing a vehicle parade"] and can share her experiences with how the incurable, autoimmune neuromuscular disease myasthenia gravis (MG) inspired her to become an advocate in her community. We hope you can cover this event on [date/time].

[Add more details, particularly any visual components.]

More information about MG and the Myasthenia Gravis Foundation of America are included below my signature. Please let me know if you are interested in covering this event or have questions.

Thank you,

[Signature and phone number]
[Include Media Alert – see below]

MEDIA ALERT

A media alert is similar to an invitation for newspapers, radio and TV news outlets to attend and cover an event. When creating this document, be sure to highlight the local impact of what you are doing and note the community/city where the event will take place. We included brackets around the items you may want to tailor to your event. Here is an example:

[City] Resident Highlights MG Awareness Month by [Activity]

WHAT: On [date], residents of [city/town] will take part in the [event name] to raise awareness about myasthenia gravis (MG). MG is a disorder causing extreme muscle weakness that can impact a person's ability to see, walk, talk, breathe, and even smile. It strikes people of all races, genders, and ages. [Add 1-2 sentences about the event.]

WHEN: [DATE] and [TIME]
WHERE: [LOCATION] and [ADDRESS]
CONTACT: For more information, please contact [NAME, NUMBER, EMAIL]
WHY: Myasthenia gravis is rare and non-contagious. In MG, the body's immune system attacks the connection between the neurons and the muscle fiber, which limits the ability of the brain to control muscle movement. The degree of muscle weakness can vary from person to person, and day to day. Due to the high number of misdiagnoses, the precise number of people with MG is unknown, but MG is estimated to affect approximately 100,000 Americans. There are effective treatments for most, but not all with MG. There is currently no cure.

[Insert 2-3 sentences describing a personal story, if applicable.]

Photo and interview opportunities available.