



Dear XXXX,

Everyone is excited for the 2008 Season to premier on NBC Sports, but no one is more excited than Eli Manning. As a two-sport athlete, Eli is ready to temporarily set aside his “twist, lick and dunk” skills tonight as he squares off against Washington.

Eli has teamed up with brother Peyton and recent league entrants Venus and Serena Williams in the *Oreo*<sup>®</sup> *Double Stuf*<sup>™</sup> Racing League (DSRL). The DSRL connects family and friends through *Oreo* lick racing, a fun and friendly competition where racers see who can twist, lick and dunk a single *Oreo Double Stuf* cookie and drink a glass of milk the fastest. Eli would love to invite the NBC Sports crew to do a mini-lick off challenge themselves, just as he does with Peyton.

Please let us know if you are confident you have what it takes to compete in the DSRL.

We look forward to hearing from you soon.

Fondest,

The *Oreo Double Stuf* Racing League Commission

## Spokesmom Pitches



### Accident Proof Your Home

Dear XXXX,

Accidents happen but every parent wants to limit the number of accidents in their own home. It only takes a second for a child to slip, stumble or fall and before you hear their cry. In order to do this parents need to accident proof their homes, not only once but throughout their child's life because new safety obstacles occur with all the different stages of childhood, from a baby's first steps to the last time mom is willing to do their laundry.

Underwriters Laboratories (UL), an independent product safety organization that knows that you want your home to be a safety sanctuary keeping your family out of harms way. As a recognized product safety leader, I would like to offer the opportunity for you to speak with UL's spokesmom, XXXX. As a mother of three, XXXX understands the important role safety plays in keeping her family happy and healthy. With one child off to college, one in high school and the youngest in grade school, each child presents a different set of safety needs. XXXX can share some important home safety tips with your readers to ensure each and every family is safe no matter what age the kids are for your August 2009 issue 'Accident Proof your Home':

- What dangers to look for in every room of the house
- What moms can look for when purchasing products for their homes to ensure they have passed stringent safety tests
- Background information on the dangers of having non-tested products
- How to inspect your home to ensure it passes the safety test (i.e. Is your air conditioner safe? Are your outlets and extension cords overloaded?)

By following these safety tips you can be rest assured the only sound you will hear in your home is laughter.

I'll be following up shortly to gauge your interest in speaking with UL's XXXX. In the mean time, please feel free to contact me should you have any questions or would like to arrange an interview.

Best Regards,

Emily Luiz

# REDBOOK

## The Moms Issue

Dear XXXX,

As a Mom you want to do everything you can to protect your family. Many Moms may be surprised to learn that common household products found in their homes, such as hairdryers, coffee pots and toasters, may not be tested for safety and can potentially pose hazards, particularly to children. As a not-for-profit safety organization, Underwriters Laboratories (UL) has been testing products and writing safety standards for over 110 years. As a recognized source for safety, I would like to offer the opportunity for you to speak with UL's own Safety Devoted Mom, XXXX, who would be happy to share some important safety advice for your May 2009 "Moms Issue." Specifically, as a working mother of three and safety engineer at UL, XXXX can discuss the following:

- What Moms can look for when purchasing products to ensure they have passed stringent safety tests
- Background information on the dangers of having non-tested products
- Additional tips on how to decorate and maintain a family-safe home
- Family safety around the pool and barbeque

Trends facing today's consumer, whether it be cutting costs in an economic down turn or product recalls, make it imperative that your readers keep safety top of mind to protect their families on all occasions.

I'll be following up shortly to gauge your interest in using UL as a safety source but please feel free to contact me should you have any questions or would like to arrange an interview.

Best regards,

Emily Luiz

# Good Housekeeping

## Back to School

Dear XXXX,

Every mom wants their child to succeed in school but preparing your child with the best back to school supplies isn't what it used to be. Back to school shopping has become a cluster of the newest and latest gadgets whether it is lunch boxes, backpacks or binders. The bottom line is no child will be successful without being safe. Many moms may be surprised to learn that some products found online and on some store shelves may not be tested for safety and could potentially pose hazards to their families.

This fall, Underwriters Laboratories (UL), an independent product safety organization, wants to educate your readers shopping smart for child safety when it comes to back to school supplies. As a recognized source for safety, I would like to offer the opportunity for you to speak with UL's spokesmom, XXXX, who would be happy to share an important safety checklist to help your readers reduce the risk of potential hazards when purchasing school supplies. As working mother of three, XXXX can discuss the following to supplement your Back to School issue:

- What moms can look for when shopping for school supplies
- Back to School Supply Safe checklist
- How to check that schools are safe

Your child's success can't happen without placing safety first.

I'll be following up shortly to gauge your interest in speaking with UL's XXXX. In the mean time, please feel free to contact me should you have any questions or would like to arrange an interview.

Best Regards,

Emily Luiz



## Summer Safety

Dear XXXX,

Whether it's a baby's first steps into the pool or a leisurely day at the playground; summer is more than just sunshine, swimming and backyard BBQs. As a result, moms' anxiety over protecting their little ones from harm may be on the rise. Underwriters Laboratories (UL), an independent product safety organization, knows it's more than just the sun burns and scraped knees that keep moms up at night.

As a recognized product safety leader, I would like to offer the opportunity for you to speak with UL's spokesmom, XXXX, who can share some important summer safety tips with your readers to ensure each and every family is making the most of this summer – safely. As a working mother of three, XXXX can discuss the following to supplement your May 2009 issue highlighting summer safety:

- What Moms can look for - whether they're at the pool or playground – to reduce the risk of injury and recognize potential safety hazards
- Guidelines and safety tips for grilling and barbeques
- How to inspect your home to ensure it passes the summer safety test (i.e. Is your air conditioner safe? Are your outlets and extension cords overloaded?)

Moms want their summer to end with experiences they will never forget and safety is key to turning those summer experiences into lasting memories.

I'll be following up shortly to gauge your interest in speaking with UL's XXXX. In the mean time, please feel free to contact me should you have any questions or would like to arrange an interview.

Best Regards,

Emily Luiz

# PREGNANCY

## Best Baby Gadgets for Modern Mom

Dear XXXX,

Expecting Moms have so many decisions to make and every single one of those decisions ties back to whether they are making the safest choice for their newborn. While your May issue featuring the “Best Baby Gadgets for the Modern Mom” will undoubtedly highlight the latest innovations and technologies available today, how can Moms-to-be and new Moms know if these gadgets are safe?

As a not-for-profit safety organization, Underwriters Laboratories (UL) has been testing products and writing safety standards for over 110 years. As a recognized source for safety, I would like to offer the opportunity for you to speak with UL’s own Safety Devoted Mom, XXXX, who would be happy to share some important safety advice with your readers. Specifically as a working mother of three, XXXX can discuss the following to supplement your story on baby gadgets:

- A review of hot baby gadgets and tips on how Moms can avoid safety risks
- Background information on the dangers of having non-tested products
- Additional tips on how to have a safe home for your newborn

Some Moms may be surprised to learn that many products they find online and on some store shelves may not be tested for safety and can potentially pose hazards, particularly to newborns. By following a few simple guidelines, new Moms can rest assured the products they bring in their home have been tested for safety and evaluated for fire, shock, and/or personal injury.

I’ll be following up shortly to gauge your interest in using UL as a safety source but please feel free to contact me should you have any questions or would like to arrange an interview.

Best regards,

Emily Luiz



## **Skills Every Woman Needs or Nest best Decorating Tips**

Dear XXXX,

Many women may be surprised to learn that common household products found in their homes, such as hairdryers, coffee pots and toasters, may not be tested for safety and can potentially pose hazards, particularly to children. An idea for your 'One Skill Every Woman Needs' section in your upcoming May issue is the 'know-how' to verify whether or not a product is safe.

Underwriters Laboratories (UL), a not-for-profit safety organization, can provide tips on what to look for and how to verify whether or not a product has been evaluated for safety. By following a few simple guidelines your readers can rest assured the products they bring into their homes have been tested for safety and evaluated for fire, shock, and/or personal injury.

In addition, UL's safety knowledge can also be incorporated into your 'Nest Best Decorating Tips.' When it comes to their home women, and especially Moms, want them to be a haven of not only style and comfort but safety. UL's own Safety Devoted Mom, XXXX, who would be happy to share an important safety checklist to reduce the risk of potential hazards when home decorating. With these tips your readers can be rest assured that they have the skills to protect their family and turn their nest into a safe environment.

I'll be following up shortly to gauge your interest in using UL as a safety source but please feel free to contact me should you have any questions or would like to arrange an interview.

Best regards,

Emily Luiz



## **Decorate your house to look fabulous without breaking the bank**

Dear XXXX,

These days moms do it all. Between working long hours and juggling parental duties, moms also manage to maintain a fabulous looking home. While the economy has forced a resurgence of penny pinchers, what moms shouldn't pinch when re-decorating this spring, is safety. Many moms may be surprised to learn that some products found online and on some store shelves may not be tested for safety and could potentially pose hazards to their families.

This spring, Underwriters Laboratories (UL), an independent product safety organization, wants to educate your readers on how to decorate safely without compromising on price or style. As a recognized source for safety, I would like to offer the opportunity for you to speak with UL's spokesmom, XXXX, who would be happy to share an important safety checklist to help your readers reduce the risk of potential hazards when decorating their home. As working mother of three, XXXX can discuss the following to supplement your spring decorating-on-a-budget issue:

- What moms can look for when purchasing products for their homes to ensure they have passed stringent safety tests
- Background information on the dangers of having non-tested products
- Additional tips on how to decorate and maintain a family-safe home

I'll be following up shortly to gauge your interest in speaking with UL's XXXX. In the mean time, please feel free to contact me should you have any questions or would like to arrange an interview.

Best Regards,

Emily Luiz