

***California Central Coast: Nipomo Mesa***

Email subject: Nipomo Toys for Tots Benefit Golf Tourney

**Sample Email Text for Issuing Nipomo Toys for Tots Benefit Golf Tournament Press Release**

Dear (Name of reporter or news agency),

Attached you will find the press release with all of the details about the Third Annual Nipomo Toys for Tots Benefit Golf Tournament.

The charity golf tournament will take place Friday, September 10 and will begin at 12 p.m. Following the golf tournament a dinner will be served and will feature a live and silent auction. Please feel free to contact me if you have any questions, need additional information or would like an interview.

Thank you for your help in spreading awareness about this year’s Toys for Tots charity drive.

Sincerely,

***Deborah Mansfield***

***Nipomo Toys for Tots Coordinator***

***(805) 459-2426***

***(805) 929-8383***

***toysfortotsgolf@charter.net***

Note:

Always address the email with the name of the reporter you are attempting to contact. By addressing the email with the recipient’s name the email and issue you are promoting becomes more personal to the reporter/ news agency. In addition, by address the email with a reporter’s name the recipient is less likely to assume that you are saturating the local media, thus more likely to think they have an exclusive.

Exceptions: Sometimes if you do not have an established relationship with a reporter it is more beneficial to send a mass email to the entire news agency since your likelihood is greater that within the news agency there will be at least one reporter/producer who will find it newsworthy. Example: In broadcast media it is sometimes more beneficial to send emails to the entire news agency ([news@KSBY.com](mailto:news@KSBY.com) or [news12@kcoy.com](mailto:news12@kcoy.com))