*This pitch was written while I was interning for Krupp Kommunications. I have removed the client’s name for confidentiality purposes.*

SUBJECT: Drunkorexia: The new eating disorder on campus

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The culture of binge-drinking is common on college campuses as many students experience going out to parties and tailgates for the first time. The pressure of social life and fear of gaining the “Freshman 15” can especially impact females, causing them to take extreme measures. Some of these females will skip meals in order to save calories for alcohol and, without realizing, may be developing DRUNKOREXIA.

This dangerous habit of purposely not eating or excessively exercising to be able to enjoy a night out later combines disordered eating with substance abuse. As nearly 50 percent of those with eating disorders develop a substance abuse disorder as well, drunkorexia is a serious problem that many young people are facing.1

To give you more information, [CLIENT], a national health care system for the treatment of eating disorders, has world-leading experts that can provide more information on the dangers of drunkorexia. They can discuss:

 Who is at risk

 Reasons that women, and men, are developing this disorder

 How it can be detected

Please let me know if you would like to speak to one of our experts at [CLIENT] about drunkorexia, as I would be happy to coordinate.

Looking forward to hearing from you soon!

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1 NEDA: <https://www.nationaleatingdisorders.org/substance-abuse-and-eating-disorders>