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

Subject: [CLIENT] Available to Discuss Impact of “Brexit”

Dear X,

On June 23, the United Kingdom will hold a referendum to decide whether to stay in the European Union or leave. The so-called “Brexit,” or British exit, has caused considerable concern amongst economists about the possible effects on markets across the world. With polls currently predicting that the UK will vote to leave, stocks are already falling in the United States and abroad.

To discuss how the Brexit will affect your readers, [CLIENT], chairman and chief executive officer of [CLIENT], is available to share expert insight into how the British people’s decision will affect the American economy.

Please let me know if you would like to speak to [CLIENT], as I would be happy to coordinate.

Thank you,

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