

To: mcheevers@niagarathisweek.com

Subject Line: Exclusive Opportunity: Cover Gillian's Place's 'Walk a Mile in Her Shoes' Event

Hi Melinda,

I hope this email finds you well. My name is Deepni Pradeep, and I am the PR Coordinator at Gillian's Place Niagara. I have been following your coverage of local events and news at Niagara Life Magazine and Niagara This Week. You are the perfect person to help raise awareness for a truly inspiring cause.

On October 14th, we are hosting the 'Walk a Mile in Her Shoes' event in St. Catharines, and we have some exciting stories to share with your readers. This event is not just about raising funds but about making a difference in the lives of women and families who have experienced domestic abuse. Here are some reasons to excite your readers:

- 1. Raising Awareness and Engaging the Community:** 'Walk a Mile in Her Shoes' is about building awareness and encouraging community involvement. We want to showcase how this event not only raises much-needed funds but also brings people together to support a crucial cause. Your coverage can encourage community members to participate actively.
- 2. Encouraging Donations:** For people unable to participate in the walk, we want to emphasize how easy it is to donate online through our website: [www.walkamile.ca].
- 3. Mayor's Support:** St. Catharines Mayor, Mat Siscoe, is a supporter of the cause and will participate in heels! A photo opportunity with him at the event could add a tremendous angle to your coverage.
- 4. Inspiring Personal Story:** Chloe Smith's story is truly inspiring. She transformed her life after escaping an abusive relationship with the help of Gillian's Place and went from being a shelter resident to becoming a support counsellor. You can interview her and take her photo at the event.
- 5. Registrations and Event Details:** We look forward to providing registration details, event timings, and essential information for the accessibility of your readers.

Would you be interested in covering this event? Please let me know if you'd like to arrange an interview with Chloe Smith or Elvis Presley, Director of Gillian's Place Niagara. We have an online media room ready for you at [www.walkamile.ca/media], where you can find images, videos, and additional information about the event. Please feel free to email me if you have any specific questions.

Thank you for considering our request, and we look forward to your support in spreading the word about 'Walk a Mile in Her Shoes.'

Sincerely,

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