Mother’s Day (Sunday, May 13)

Personal Story Pitch Document Template

Drafted April 27, 2018

**NAME OF REPORTER/EDITOR**

**TITLE**

**NEWS OUTLET NAME  
NEW OUTLET ADDRESS**

Dear **(NAME OF REPORTER/EDITOR)**,

Mother’s Day is coming up on Sunday, May 13, and it’s a great opportunity to encourage Wisconsin moms to quit tobacco by calling 1-800 QUIT NOW for free help.

In Wisconsin:

* Over 3,000 women die from smoking annually
* Over 1,000 kids have already lost their moms to smoking, and another 160 new kids lose their moms each year
* **FIND COUNTY PREGNANT SMOKING NUMBERS ON PAGE 7 AT** <https://tobwis.org/resources/view/21/Deaths_Assoc_w_Cigarette_Smoking_in_WI_2017.pdf>
* You can also discuss how tobacco affects women in specific populations

To help put a local face on the issue, **(COMMUNITY NAME)** mom **(NAME)** would like to share her tobacco story.

**(HIGHLIGHT A LOCAL MOM WHOSE LIFE HAS BEEN IMPACTED BY TOBACCO. THIS COULD INCLUDE A FORMER TOBACCO USER TALKING ABOUT WHY AND HOW THEY QUIT, OR A CURRENT TOBACCO USER TALKING ABOUT WHY THEY WANT TO QUIT. INCLUDE DETAILS, LIKE WHEN THEY STARTED, WHAT MOTIVATED/S THEM TO QUIT, HOW THEY FEEL NOW THAT THEY ARE TOBACCO-FREE, OR HOW THEY IMAGINE THEIR LIFE WITHOUT TOBACCO).**

Tobacco use is the leading cause of preventable death in Wisconsin, and **(NAME)** is hoping that by sharing her story, she can inspire others to quit as well.

The **(NETWORK/COALITION NAME)** welcomes the opportunity to discuss efforts to reduce tobacco use in **(COUNTY/COMMUNITY NAME)** as well as share information on the state’s Quit Line and the First Breath program, which helps pregnant moms quit tobacco.

Feel free to contact me at **(CONTACT INFO)** to get in touch with **(FEATURED MOTHER’S NAME)**. I look forward to hearing from you in the near future.

Sincerely,

**NAME  
ORGANIZATION ADDRESS**