National Women’s Check-up Day (Monday, May 9, 2016)

Pitch Document Template

Drafted April 15, 2016

**NAME OF REPORTER/EDITOR**

**TITLE**

**NEWS OUTLET NAME  
NEW OUTLET ADDRESS**

Dear (NAME):

For the first time, women are as likely as men to die from many of the diseases caused by smoking, like lung cancer, chronic obstructive pulmonary disease (COPD), and heart disease. In fact, while men’s risk for lung cancer from smoking doubled between 1959 and 2010, the risk among females that smoke increased by nearly 10 times.

To help **(COUNTY/COMMUNITY NAME)** women protect their health, we’re encouraging them to see their health care professionals this Monday, May 9th for National Women’s Check-up Day. Maintaining a schedule of consistent check-ups is one of five health behaviors that can improve a woman’s health. It is joined by physical activity, a healthy diet, following general safety rules, and not using tobacco.

We would welcome the opportunity to share this information with your **(READERS, LISTENERS, VIEWERS)** and promote the Women’s Check Up Day event on the 9th. For more on this topic, or to schedule an interview, please contact **(NAME)** at **(PHONE, EMAIL)**.

Thank you very much for your consideration. We look forward to partnering with you too and for helping us improve the health of **(COMMUNITY/COUNTY’S)** women.

Sincerely,

NAME