

Media Pitch

Summary on News Outlet:

The *Boulder Daily Camera* is a popular and respected news outlet, covering the entire Boulder County. Their stories cover a variety of media, including businesses, crime, politics, and more. Specifically, the *Boulder Daily Camera* strives to include up to date information on local businesses and their current missions. With Trader Joe's being a favored common grocery store in the Boulder area, their initiatives would line up with the goal to cover local businesses. If the *Boulder Daily Camera* were to agree to cover this story, it would demonstrate a love for their neighborhood grocers while creating a larger voice for awareness of food insecurity. This story would display a sense of community, allowing readers to become involved and aware of the challenges their own neighbors may be facing while continually supporting their everyday, local grocery store.

The *Boulder Daily Camera*

A recent story:

<https://www.dailycamera.com/2023/10/05/croot-scootin-boogie-crocs-to-release-cowboy-boot/>

Pitch:

Subject line: Trader Joe's and National EFAA Team Up to Nourish the Neighborhood

Dear *Boulder Daily Camera*,

I am beyond ecstatic to announce the partnership between Trader Joe's and the Emergency Family Assistance Association (EFFA) and their efforts in stressing the importance of giving back. This unique partnership opportunity has allowed us to fight food insecurity while supporting our beloved local grocery stores. We believe that Boulder residents could play an amazing role in strengthening this cause.

Thank you for your time and consideration,

Lexie Manzo

9256836620