

SAMPLE PITCH LETTER

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El Suplemento
[Insert Address]
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Hello Liliana,

The Plaza Del Sol Performance Hall (formerly The Performing Arts Center) of California State University Northridge begins its 2006 holiday season by raising money for the Salvation Army of Northridge, with a presentation of some of California's most renowned Mexican folk music and dance ensembles. The show titled **Fiesta Navidad: Mexico and its Music** on Sunday, December 3 at 2 p.m., features performances by Orquesta Marimba Aquino, Conjunto Hueyapan, Trio Tradicion Mexicana and Ixya Herrera and Mariachi Estrella de Jalisco. The award winning, Los Angeles-based folklorico dance ensemble Pacifico Dance Company, presents the world premiere of their new piece *Mexico: The New World*.

The Plaza Del Sol, built in 1995 as a community cultural center for the University, has evolved into a state of the art, 500 seat venue, featuring world-renowned artists. Building on its foundation as a culture epicenter for the community, directors of the Plaza place the utmost importance in supporting the Los Angeles and San Fernando Valley through projects that facilitate the growth and enrichment of the community.

Since 1865, the Salvation Army has aided more than 33 million people. It has implemented programs addressing the need for natural disaster relief, AIDS education, medical facilities, homeless shelters, vocational training, shelters for battered women and children, day care centers, substance abuse rehabilitation and holiday assistance. The Salvation Army provides assistance to not only the United States but 100 other countries around the world.

Plaza Del Sol is committed to providing world class art, reflecting and supporting the rich cultural diversity of the Los Angeles basin. Fiesta Navidad is the Plaza's way of giving back to the community that has supported it for so many years.

Liliana, I believe a feature on Plaza Del Sol's Fiesta Navidad will greatly interest your readers. I will call you in a week to discuss you interest in the event. Also, please let me know if you would like to bring your daughter to the event and I will set aside your usual seats.

Best wishes,

[Name]
[Title]