



9-30-03

SAMPLE PITCH LETTER TEMPLATE

Expanded AQI Forecasting Now a Way to Manage Your Health Year-Round

Dear <Media Contact>:

The Environmental Protection Agency is dedicated to implementing ways to protect the health of the American public. Starting this fall, EPA will expand the Air Quality Index forecasts - a move that will empower Americans to protect themselves from the harmful effects of air pollution.

The Air Quality Index (AQI) is a scale that uses five colors to identify the level of air pollution, who is most at risk and how people can protect themselves. Your AQI forecast will be specific to <their town's> air quality.

For several years, the AQI has been a summer-time tool used to forecast daily ozone levels. The expanded AQI will add particle pollution forecasts and will be available every day of the year.

AQI forecasts are easy to get. They will appear in your local newspapers and in weather reports <insert the actual channels/newspapers they will appear in>. The accessibility of these reports will make protecting yourself from ozone and particle pollution easier than ever before. These reports will be provided to you by <insert state and local air agencies> in addition to EPA.

Air pollution can affect anyone's health - especially the millions of Americans with heart or lung disease. It's also a significant problem for older adults, and even children.

Statistics and information on <their state and local> air quality is available at www.epa.gov/airnow. All forecasts are given in real-time.

We will be glad to set up an interview with a local EPA spokesperson. Please feel free to contact me at (###) ###-#### with any questions or for more information.

Thank you <Regards,Sincerely,etc.>

<Regional Contact>