

## Pitch Letters

To: [penelope@perreault-magazine.com](mailto:penelope@perreault-magazine.com)

Subject: A day with Malala Yousafzai

### **Malala Yousafzai to launch a global campaign - I AM POSSIBLE**

*Because #toreadistheirright*

Dear Penelope,

I am Deeksha Bhatnagar, writing on behalf of World Literacy Foundation. We came across your magazines and liked the global issues covered.

We are a non-profit organization who are aiming to eradicate illiteracy amongst girls and women. In the coming months, we will be hosting an event called, The World Literacy for Women 2018. The purpose of the event is to conduct a global launch of the campaign I AM POSSIBLE. The vision of the campaign is to create a world where everyone can read and write and make literacy easily accessible and free for the poor. Malala Yousafzai, the young Pakistani activist, will be the event's guest speaker to share her personal story and experience, and further promote the illiteracy issues. Our event will culminate with an interesting art auction.

We are extended this invitation to you and your team. We would love to connect and share details with you further.

In case of any further information, you could reach out to me on my personal number mentioned in my signature.

We will be awaiting your feedback.

Sincerely,

Deeksha Bhatnagar

Media relations coordinator

[Deeksha@worldliteracyfoundation.org](mailto:Deeksha@worldliteracyfoundation.org)

347 675 6922

II.

To: [elainewelteroth@teenvogue.com](mailto:elainewelteroth@teenvogue.com)

Subject: A day with Malala Yousafzai

## **Malala Yousafzai to launch a global campaign - I AM POSSIBLE**

*Because #toreadistheirright*

Dear Elaine,

I am Deeksha Bhatnagar, writing on behalf of World Literacy Foundation. We have been following the expansion of Teen Vogue, and are so glad for the incorporation of new sections such as social-justice, feminist, etc. The future generations are the pioneers for tomorrow. They have become a source of importance for every community.

We are a non-profit organization who are aiming to eradicate illiteracy amongst girls and women. In the coming months, we will be hosting an event called, The World Literacy for Women 2018. We comprise of participation from 50 youth delegates, identified as trailblazers of their respective countries, along with many delegates. The purpose of the event is to conduct a global launch of the campaign I AM POSSIBLE. The vision of the campaign is to create a world where everyone can read and write and make literacy easily accessible and free for the poor. Malala Yousafzai, the young Pakistani activist, will be the event's guest speaker to share her personal story and experience, and further promote the illiteracy issue.

We are extending an invitation to you, and would love for you and your team to join us. I will be sharing my contact details below, in case you would have any further queries, please feel free to get in touch at any time.

We will be awaiting your feedback.

Sincerely,

Deeksha Bhatnagar

Media relations coordinator

[Deeksha@worldliteracyfoundation.org](mailto:Deeksha@worldliteracyfoundation.org)

347 675 6922

III.

To: [donalynmiller@wordpress.com](mailto:donalynmiller@wordpress.com)

Subject: A day with Malala Yousafzai

## **Malala Yousafzai to launch a global campaign - I AM POSSIBLE**

*Because #toreadistheirright*

Dear Donalyn Miller,

I am Deeksha Bhatnagar, writing on behalf of World Literacy Foundation. I recently came across your blog, and read the summary of your famous book 'The Book Whisperer.' Your passion to encourage children to read is what inspired me to connect with you.

We are a non-profit organization who are aiming to eradicate illiteracy amongst girls and women. In the coming months, we will be hosting an event called, The World Literacy for Women 2018. The purpose of the event is to conduct a global launch of the campaign I AM POSSIBLE. The vision of the campaign is to create a world where everyone can read and write and make literacy easily accessible and free for the poor. Malala Yousafzai, the young Pakistani activist, will be the event's guest speaker to share her personal story and experience, and further promote the illiteracy issue.

We are extending an invitation to you, and would love for you join us. I will be sharing my contact details below, in case you would have any further queries, please feel free to get in touch at any time.

We will be awaiting your feedback.

Sincerely,

Deeksha Bhatnagar

Media relations coordinator

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