



Template Media Pitch Email

SUBJECT LINE: Recent data shows that [INSERT CITY/NEIGHBORHOOD/COMMUNITY] has high incidence of [INSERT DISEASE STATE] amongst [INSERT DEMOGRAPHIC]

[Reporter name],

Did you know where you live and how you look can influence the type of healthcare you receive? In some U.S. cities, life expectancy can differ by as much as 25 years just from one neighborhood to the next. Studies have shown that socioeconomic status is linked to a wide range of health problems, which include low birth weight, cardiovascular disease, hypertension, arthritis, diabetes and cancer. Those individuals who may fall in the lower tiers of socioeconomic status are associated with higher rates of mortality, and the greatest disparities occur in those aged about 45-65.¹

This is why [INSTITUTION NAME] is promoting its health equity initiative in order to raise awareness that there are members within our community that are experiencing barriers in accessing quality healthcare.

[VARIABLE COPY BLOCK] To get started, we're hosting a screening event on [date] at [location] from [time]. This event provides an opportunity for the community to learn more about their conditions and to discuss their symptoms and concerns with local physicians.

A press release with more information about [OUR EVENT/INITIATIVE] can be found below. Please let me know if I can help facilitate an interview with [DR. NAME/HOSPITAL ADMINISTRATOR NAME] who can talk more about what the recent data told us about the health of our community.

Best,
[INSERT NAME & CONTACT INFORMATION]

[INSERT FULL TEXT OF PRESS RELEASE]