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Professor West
CM 626: SCPR Capstone
20 November 2022
Email Pitch Assignment

News Outlet Selected: TBD – will update once media list is created

Subject Line: ACTION REQUIRED: Dolly Parton & African Storybook New Children's Event!

African Storybook and Dolly Parton's Imagination Library are entering a partnership to provide free educational books to children in South Africa! Parton's charity has successfully gifted books to children aged 1-5 in the United States, Canada, United Kingdom, Australia, and Ireland. Similarly, African Storybook has led the charge in South Africa, providing books for children throughout the country in their native languages and oftentimes illustrated by the children themselves.

Now, the two organizations are pairing up this December, to host a 3-day book fair in Johannesburg, South Africa. Parton is helping to fund a trip to the fair for local educators and children throughout the country, to attend and select up to 10-free books to go home with.

There will also be various activities for the children including options to enter an illustration contest where drawings will be selected at random and featured in the creation of future books and much more. Renowned children's authors will also make an appearance and be available for meet-and-greets including Judy Blume and Louis Lowry.

All events will have the option to be attended through virtual reality headsets as well, making this accessible for children and parents who are unable to attend in-person. The partnership will have a sign-up website for VR headsets to be sent for free to 100 children, chosen at random, who can't make it in-person.

We invite your media team to attend and cover the event in-person with "all-access passes". Coverage includes an exclusive interview with Dolly Parton and leads from African Storybook as well.

Please RSVP to this email by 11/29 with the names and email contacts for all those who will attend the fair. For any questions, please reach out to event organizers Kara and Julia at KJ Agency.

Kara Williams & Julia Heymann
KJ Agency