



macy's inc

7 West Seventh Street/Cincinnati, OH 45202

Pitch Letter

From:
Maria Prysock
Director of PR
228 N. Ross St
Auburn, AL

To:
Mayor C. Ray Nagin
1300 Perdido St.
New Orleans, LA 70112

Dear Mayor Nagin,

Macy's is celebrating its 150th anniversary on Oct. 28, 2008. In celebration, two stores will be opened in your city, New Orleans. Hurricane Katrina left New Orleans with low morale and tough financial situations. These new stores can bring excitement and a sense of community back to the city.

I propose a celebration for the grand opening of these new stores. Each store needs to have a grand opening party open to the public. Free food, drinks and small gifts will be given out to promote the stores and to help Macy's join the community. Three media outlets need to be used to get the message out to the residents of New Orleans.

Advertisements and short feature stories will go in the major newspapers in the city. The advertisements can be separate flyers placed in the newspaper or

can be put into print. Feature stories will be placed in the front section of the paper.

All radio stations should announce the opening of the stores and information on the grand opening party. Each station should be reached because all ages shop at Macy's.

Finally, television needs to include commercials about the grand opening and should be announced on the evening news shows. These stores can help bring New Orleans together and celebrate "the gift of Macy's."

Please help Macy's help celebrate the grand opening with the community. If you have any questions or comments feel free to e-mail me at mariaprysock@macy.com or call me at (877) 989.7578.

Thank you for your time,

Maria Prysock

Director of PR
Macy's Inc.