

Elisabeth Martin
Pitch and Press Release

Email subject line: Summit Quest Retreat for Children and Families

Pitching to Severo Avila, the features editor for the Rome News Tribune, because he has written about community events and children recently. Additionally, parents in the Rome area are likely to read the Rome News Tribune, so this newspaper would be a good way to reach them.

Dear Severo,

My name is Elisabeth Martin and I am the PR intern at Summit Quest in Rome. I really enjoyed your recent article about Mila Meltdowns, and by working with the kids at Summit Quest I have definitely seen these kinds of moments!

Because you have also written about stories of health and strength, I thought you might also be interested in this story about Summit Quest's annual retreat for children and families who are dealing with a cancer diagnosis. Since parents in Rome are heavy readers of the Rome News Tribune, you have a unique way of reaching families and letting them know about this special event.

In May, Summit Quest will be hosting a retreat where families are invited to spend the day outside together, building community with other families who are going through the same thing and having fun.

I have included the press release and a couple of photos in the body of this email.

Thank you for your time!

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Summit Quest invites families struggling with cancer to spend a day on the lake

ROME, Ga. - February 19, 2019 - In May 2019, Summit Quest Cancer Support Services is inviting families from the Rome, Georgia area with children to come together to canoe, paddleboard, eat, and reflect on their journeys through cancer diagnosis and treatment at the second annual Base Camp Family Retreat.

At this day-long event, children and parents can participate in many outdoor activities as well as crafts in addition to journaling and visiting with others.

“We put on the retreat as a way of providing some time of unity for families,” said William James, the executive director of Summit Quest. “Our families struggling with cancer spend so much time in hospitals and waiting rooms, and we just want them to have meaningful time together doing something they enjoy and get their mind off of things.”

The outdoor retreat is also meant to be a safe space for children and families to visit with others who may also be going through cancer treatment and ask any questions they may have.

“In everything Summit Quest does, we want to fill people with strength, hope, and a feeling of community,” James said. “They are never going through these difficult times alone.”

Any family who wishes to participate is welcome. Contact William James at william@mysummitquest.org or 706-857-8820 for more information if your family with children under the age of 17 is interested in attending the summer 2019 retreat.

About Summit Quest

Summit Quest is a nonprofit organization in Rome, Ga. that serves over 300 children and families who face a cancer diagnosis through monthly support groups, outdoor adventure trips, and acts of kindness. Any family in need of support throughout cancer treatment is welcome to participate in Summit Quest’s children-focused events.

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