

Elisabeth Martin
Feature Story Pitch

Send to: dwalker@rn-t.com

I would send this to Doug Walker from the Rome News Tribune. He has written several articles recently about community events regarding businesses, and I think this would fall in nicely with what he does. Since this article is background on the beginnings and founding of Summit Quest and he is the business editor, his readers are likely to be interested in a story like this.

Email subject line: Potential story about a local business leader

Hi Doug,

I am the PR intern at Summit Quest Cancer Support Services, an organization in Rome that works with families and businesses in the community to get resources to people who are facing cancer treatment.

This story is tentatively called "The climb to the summit: William James's journey through cancer and beyond," and it traces the Summit Quest founder's story that led up to his creating this organization. I thought your readers would be interested in the human story behind a successful and impactful business in the community.

- As a child, James witnesses his father's fight against cancer.
- When his father passed away, he requested that James spread his ashes over a mountaintop in Alaska. James made the trip to do it.
- This trip inspired James to create a nonprofit that helped families as a whole cope with cancer treatment.
- Summit Quest now serves over 300 families in the Rome area, and James works every day to honor his father and help others.

Additionally, cancer impacts so many in this community, and you would have the chance to share about a resource that many of your readers could benefit from. It could be an inspiring call to action about turning pain into hope and success.

Would you be interested in this story? It includes a photo of the defining moment in the story that inspired Summit Quest: when William hiked to a summit in Alaska to spread his father's ashes.

Thanks so much!

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