

Hi [Name of Reporter] –

[Start with a short icebreaker or if you know the reporter personally ask questions about their life; Look up the reporter on social media/read a few of the last stories done by the reporter and incorporate into the intro]

[State your purpose] Example: A pair of local swimmers from the Greendale Gators will be taking on some past Olympians, as they've qualified for the USA Swimming National Championships [DATES/LOCATION]. Of the 340,000 athletes nationwide in USA Swimming, only xxxxx will compete in the National Championships, including the below duo from Greendale.

Here are a few facts about the swimmers:

- **Jordan Smith – Age 15**
 - Qualified in the 100- and 200-meter backstroke
 - Seeded in the top 20 swimmers in the 100-meter backstroke
 - First time competing at this meet
 - One of 3 children in his family who are members of the Greendale Gators
- **Myles Thompson – Age 18**
 - Qualified in the 50, 100 and 200-meter freestyle
 - Runner-up finisher at 2016 Nationals in the 100m freestyle
 - First started swimming at 6 years old
 - This is his third time competing at Nationals

[Offer to help them with interviews and more information]: Please let me know if you have any questions and I'll be happy to assist you, including setting up some time with the athletes, teammates, coaches and others.

Thanks,
[Your Name]
[Title]
[Team logo]

Find more information on writing the right pitch here: <http://www.prweek.com/article/1385045/eight-steps-prs-prevent-pitch-failing-first-hurdle#euplg5JKLp1dmOCD.99>