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March 3, 2014

Mr. Chris Barton
Los Angeles Times
202 W 1st Street
Los Angeles, CA 90012

Dear Mr. Barton:

Over 800 million people around the world do not have access to clean water. That is the equivalent to one in nine human beings. Without clean water, men and women are more vulnerable to water-borne diseases, especially children. Lack of basic sanitation kills more people than all forms of violence, including war. Over 40 billion hours are spent searching for water in developing countries. This is a crisis that needs to be addressed.

In response to this growing need, Coca-Cola and charity: water are teaming up to present the Sexiest H₂O Bash. The event will be Maroon 5's lead singer Adam Levine's Birthday Project; the band will perform a benefit concert at the Staples Center in Los Angeles on March 18, 2015. One hundred percent of the proceeds from ticket sales will go to charity: water to fund water projects in developing countries. Coca-Cola has pledged to give half of the proceeds made from product sales the night of the event to charity: water as well. Coca-Cola is raffling off three backstage pass tickets to meet Mr. Levine also. The goal is to raise \$1 million dollars for charity: water the night of.

The press conference to announce the collaboration and event will be held on April 22, 2014 at 4 p.m. at S.I. Newhouse School of Public Communications at Syracuse University in Syracuse, N.Y. I would like to offer you an exclusive interview with our CEO, Muhtar Kent, the founder of charity: water, Scott Harrison, and Mr. Levine. I will contact you next week to schedule the interview.

Sincerely,

Courtney Inbody, chief public affairs and communications officer
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References

charity: water, "Why Water." Accessed February 23, 2014.

<https://www.charitywater.org/whywater/>.

www.ckinbody.com sample