

Pitch Letter

February 24, 2013

Mrs. Vivian Laxton

Reporter

The Daily Breeze

Torrance, CA 90503

Dear Mrs. Laxton,

Serve for Cures is a nonprofit organization that holds beach volleyball competitions for participants to raise money for an organization of their choosing. By allowing the participants to be competitive about it, we give them a sense of accomplishment that they did something for the betterment of other people.

Your articles on beach volleyball are so exquisite that you can visualize the game from your writing. When you covered the training of Misty May-Treanor and Kerri Walsh this past Fall before they went to their last Olympic games, the story engrossed us here at Serve for Cures because of their dedication to the sport and how it was the favorite beach volleyball team of our organization's inspiration.

In January of 2012, 8-year-old Emma Montgomery, died from a long struggle of childhood brain cancer. This sent a shock through her entire family and also created a spark for change. Her father, Jeremy Montgomery created Serve for Cures so that anyone could raise money for whatever cause is truly close to their heart.

Because of your great writing for beach volleyball we hope that you will join us this April as we kick off our first Serve It Up Charity in Manhattan Beach, Calif., where our organization started. If you or anyone at The Daily Breeze would be interested in forming a team, let us know and we would be more than happy to set you up in the championship bracket.

Sincerely,

Teresa Rivera

Media Director