

**To:** Rachel Brown, [rachel@thequeencitychic.com](mailto:rachel@thequeencitychic.com)  
**From:** Emma Holleman, [ehollem1@uncc.edu](mailto:ehollem1@uncc.edu)  
**Subject:** Invitation to check out Charlotte's first student laundry service

Dear Rachel,

Did you know that your followers spend an average of 260 minutes per week on laundry? At roughly four hours, that's quite the dent on anyone's free time, especially students. My client College Clean Laundry is Charlotte's first laundry service designed for students. As a graduate from UNC Charlotte, I'm sure you remember the dreadful feeling of finally finishing an essay, only to remember the massive load of laundry waiting to be washed. With a large portion of your followers being students living in Charlotte eager to see what cool new spot you'll post about next, they may be interested in seeing their favorite Charlotte influencer exploring a laundry service catered just to them.

My client would like to invite you to the new University City location for a complimentary tour of the facility sometime this month. A new, massive mural of green and gold angel wings on the outer brick wall will be one of the city's newest spots for photo ops, especially with all the time people save with College Clean Laundry taking care of their clothes washing, drying and folding. As one of the city's best lifestyle content creators, your followers will be eager to see what creative way you choose to pose in front of the dazzling wings.

If you have any questions, my email is [ehollem1@uncc.edu](mailto:ehollem1@uncc.edu) and my phone number is 919-555-5555. I will follow up with you this coming Thursday.

Sincerely,  
Emma  
919-555-5555

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