

October 1, 2023

Nicole Wallace
Features Editor
The Chronicle of Philanthropy
1255 23rd Street, N.W.
Washington D.C. 20037

Dear Nicole,

Food insecurity is a grave issue across the world. Unlike third world countries, food insecurity hides in the shadows of what seems to be a happy and healthy lifestyle. Many people battling with food insecurity are low-income families (who rely heavily on school meals for their children), senior citizens and people with disabilities. According to Feeding Georgia, the peach state is home to approximately 2,000 food banks. Having such a high presence of giving, it seems Georgia would be finished with fighting hunger by now. Fortunately, there are ways to push back even harder.

Considering your background with *The Chronicle of Philanthropy*, I am inquiring the use of your services and publication to promote my client's news release. New Beginnings Food Outreach Inc. (Acworth, GA) has been on a mission to end hunger since 1999. This year, their organization is determined to donate the largest amount of food to the community in its history. The goal is 2 million pounds of food, but to exceed this amount would be the best-case scenario.

In hopes of reaching this goal, New Beginnings is starting a 'GoFundMe' page that is being surfaced on all forms of social media. If their goal is achieved, Mayor Tommy Allegood of Acworth has agreed to belly flop into Lake Allatoona on live television (and media streaming) while wearing a peach costume. October 28th marks the day New Beginnings attempts their goal. Individuals giving, receiving, or standing by to witness are encouraged to dress-up for Halloween festivities as this will be a time for celebration.

If this story sparks your interest, the following titles may be appealing:
"Local Charity Wins Bet Causing Mayor to Belly Flop into Lake Allatoona," "Acworth Mayor Dressed as Peach Plunges Lake Allatoona for Local Charity," "2 Million LBS of Food Sends Acworth Mayor Swimming Peachy-Keen."

I will contact you next week to follow up. In the meantime, you can reach me at the following with any questions:

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