

CPP - 2nd - June 24, 2023

From: Charles Porr

To: Eric Ravenscraft

Subject: Story Idea: Cleaning in a post-COVID World

Dear Mr. Ravenscraft,

As we move into a post-COVID-19 world, your audience has likely become far more concerned with their health. With many employers now offering flexible scheduling, employees spend more time at home. Because of this, household cleaning and air quality control have become higher priorities.

I'd like to propose that for your next publication, you write a story titled: "Cleaning in a Post-COVID World." This story would feature the ElectroZoom XL, the world's first industrial-strength consumer vacuum cleaner. It would also include strategies your readers could use to clean their homes. The EZXL will interest your readers for these key reasons:

- UltimateUltraWave (U2Wave) - The vacuum sports a first-of-its-kind germicidal light that kills over 90% of pathogens.
- GermStat - EZXL has a hypoallergenic HEPA-certified microfilter that removes irritants without creating after-dust.
- Pop-n-Go - The EZXL also features a super-powerful, detachable, cordless canister vacuum for portable vacuuming.

If interested, I can provide you with an EZXL to test as per your request. I can also provide a video explaining the usage and intricacies of the product. Please read the news release below. I will follow up with you later this week.

Thank you for your time and consideration.

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[Add news release here]