Sept. 23, 2010

Ms. Tracy Jenkins

Editor

*Parenting Magazine*

P.O. Box 11956

Sacramento, CA 30655

Dear Ms. Jenkins:

This Halloween, Hallmark is launching a new line of products and cards featuring all of the ghastly ghouls and wicked witches commonly found on Halloween. Products include home decoration items and cards that feature sound and video.

Most of your magazine’s subscribers are busy parents and with Halloween being one of the fastest growing holidays for home décor, parents are looking for easier alternatives to having to run all over town to pick up Halloween decorations. It’s time to make Hallmark your one-stop shop; Hallmark offers a wide variety of decorations including gift and treat bags, paper party supplies and room decorations. The store also features more than 250 Halloween cards for people of all ages.

With Halloween being the third largest party day in the United States, Hallmark Cards has created a new line of cards with sound that feature some of children’s favorite characters such as those from Harry Potter and Twilight. Also in time for the holiday are the stuffed Dancin’ Frankenstein and the Creaky, Squeaky Treat House.

We’re offering the opportunity to run this announcement exclusively in *Parenting Magazine*, so I would need to know in the near future if you’re interested. I can assure you the upmost cooperation from our corporate team. We are more than willing to provide you with any additional information or resources you may need for the announcement. Please do not hesitate to let me know what we can do for you. My direct phone line is 555-498-8871.

I will follow up with a phone call on Wednesday, Sept. 29 to see if I might be of help on a possible announcement for the Halloween merchandise. Thank you for your time and consideration.

Sincerely,

Brenna Wiebe

Public Relations Director