Elena Dixon

Script for an E-mail Pitch:

Mike Jung,

Digital Signage Factory partnered with Digital Media Factory will be expanding their facility by 33% because of the increased demand. This is news because it affects the entire community of Santa Cruz. The Santa Cruz area will benefit economically because of the new jobs this expansion will create. I am available to do interviews on Tuesdays and Thursdays between 9 and 12. I also have stock photos and videos from the CEO of Digital Signage Factory. I have also attached the press release and will follow up tomorrow with a call.

Elena Dixon

Director, Public Relations

Digital Signage Factory