**This is a feature pitch for a magazine, which I did from the perspective of a Rockstar Marketing Manager.**

February 5, 2012

Chad Millman

ESPN The Magazine

P.O. Box 37325

Boone, IA 50037-0325

Dear Chad,

Khalen Young, a 26-year-old racer from Murrieta, California, is married with one daughter. Khalen started racing when he was five years old, and says his inspiration is to be successful and comfortable at the same time. His career includes numerous awards from all of the major BMX institutions. When he isn’t racing, Khalen enjoys hanging with his daughter, snowboarding, watching live music, and mini golf.

At team Rockstar, we sponsor numerous athletes that compete in a wide variety of extreme sports. In particular, we have assembled a very talented group of athletes that compete in BMX racing. Khalen Young, Nic Long, and Maris Strombergs, our three BMX racers, each boast numerous accolades in the sport and come from different backgrounds.

ESPN The Magazine is the top publication for coverage of all types of sports. In addition to coverage of the major sports, your magazine has run several issues that were centered on “extreme” sports, particularly in advance of the X games.

Since BMX racing is not considered a mainstream sport, a profile on these three Team Rockstar racers could be informative and interesting to your readers. If you would like to pursue this story for your next extreme sports issue, please let me know and I can get you in touch with the necessary people to interview. All three BMX racers will be available for interview for this story.

Thanks for your time and consideration.

Sincerely,

Nick Fox

Marketing Manager

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