

TO: jlbrown@abc.com

FROM: meperry@syr.edu

SUBJECT: Coca-Cola Working to End Domestic Violence

Hello Jasmine:

In recognition of Domestic Violence Awareness Month, the Coca-Cola Company is spreading awareness about women's empowerment. The Coca-Cola Company just completed its "5by20" program, which offered women business skills training, mentoring networks, financial services and other assets. Through this, the company created opportunities for them to advance their economic freedom. Ninety eight percent of domestic violence relationships involve financial dependence. By providing over six million women worldwide with financial freedom opportunities, the Coca-Cola Company is having an immense impact on ending domestic violence. The company aspires to create a better shared future by enabling improved lives for women, their families and their communities.

I've followed your impressive career of shedding light on the unseen and supporting women, and I think that this topic might interest you. I'd like to offer you an interview with our Chief Diversity, Equity and Inclusion Officer Lori George Billingsley who can tell you more about the company's initiatives and their correlation to the important topics of this month, as well as future goals the company is now aspiring to set.

I'll follow up with you this Friday with Lori's availability. In the meantime, if you have any questions, you can reach me at (315) 555-555 or meperry@syr.edu. Thank you for your consideration.

Megan Perry  
Director of Media Relations  
The Coca-Cola Company  
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