



<b>To</b>	Person  Person  Person
<b>Cc</b>	Person
<b>Bcc</b>	Person
<b>Subject</b>	Local Heroes Join Global Fight Against High Blood Pressure – May Measurement Month

Dear [Journalist's Name],

I hope this message finds you well. I'm reaching out to share a story that not only has global significance but also carries a profound local impact, especially in our community's ongoing battle against high blood pressure – a condition that remains a silent killer among us.

This May, [Country/Region] is proud to participate in the global May Measurement Month (MMM) initiative, a worldwide public health campaign aimed at increasing awareness of high blood pressure and its implications. With [X%] of our local population affected, the stakes have never been higher.

What makes this story unique?

- **Local Impact:** We've mobilised a network of volunteers and healthcare professionals across [Local Areas/Regions] to offer free blood pressure screenings, aiming to reach [number] of residents. The findings and stories emerging from these screenings underscore the urgency of our mission.
  - **Human Interest:** Meet [Person's Name], a [City/Town] resident whose life was dramatically changed thanks to early detection during last year's MMM campaign.
  - **Expert Insights:** [Local Expert's Name], a leading cardiologist from [Institution/Hospital], is available for interviews to discuss the importance of early detection and management of high blood pressure and to share advice
-

---

for our community.

We believe your readers/viewers would find immense value in this story, offering them not only critical health information but also inspiring them to take action for themselves and their loved ones.

Attached, you'll find our detailed press release with more information on the campaign, upcoming events, and how individuals can participate or contribute.

We're eager to collaborate with you to bring this important story to light. I'm available for any further information you might need and can arrange interviews or provide additional resources upon request.

Thank you for considering our pitch. Together, we can make a significant impact on our community's health and well-being.

Warm regards,

[Your Name]

[Your Title/Position]

[Your Contact Information]

[Organisation Name]

[Website/Social Media Links]

---