

Sample Pitch Email

The email below is an example of a blast pitch to multiple members of the media. **Any email going to multiple members of the media should list all contacts in the BCC field.** The template is the same for individual pitches, except that the contact's address will be listed in the TO field.

FROM: PR@womengrow.com

TO: PR@womengrow.com

BCC: name@website.com; newstips@newstation.com; business@newspaper.com

Hello,

[Women Grow](#), a national professional network supporting female leaders and entrepreneurs in the cannabis industry, is launching a Boston chapter this month. The **Boston Chapter Kick-Off Event** takes place on Thursday, January 8 from 6:30 - 9 p.m. at **The Point (147 Hanover St., Faneuil Hall)**. Women (and men) at all stages of business growth in the cannabis industry are invited to attend.

This event, the first in a regular monthly series, will feature networking opportunities and industry perspectives from two guest speakers: former law enforcement agent Michael Whittaker and award-winning legalization advocate Shaleen Title. Event info can be found at the [Women Grow Boston Chapter event page](#).

Please see the release below for additional information about Women Grow and the Boston Chapter Kick-Off Event. Media credentials are available by request at least 24 hours in advance.

I am the Boston Chapter Chair. Please contact me for additional information or media credentials.

Thank you for your consideration.

Best regards,
Susannah Grossman
Women Grow Boston Chapter Chair

SUSANNAH GROSSMAN

public relations director | womengrow.com | [@womengrow](#) | [attend a meeting](#) | [join the list](#)
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FOR IMMEDIATE RELEASE

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Women Grow Launches Boston Chapter on January 8

Industry experts Shaleen Title, Michael Whittaker to headline inaugural networking event for local cannabis industry's women leaders

BOSTON, MA (January 2, 2015) – [Women Grow](#), a national professional network supporting female leaders and entrepreneurs in the cannabis industry, will launch its Boston chapter on January 8, 2015. Women (and men) in the cannabis industry are invited to connect with colleagues, explore professional opportunities, and learn from expert guest speakers at the chapter's inaugural event, the first in a regular monthly series.

Michael Whittaker, a former law enforcement agent, will discuss the current state of medical marijuana in Massachusetts. **Shaleen Title**, founding partner at THC Staffing Group and former Speakers Bureau Director for Law Enforcement Against Prohibition (L.E.A.P.), will also speak. During her tenure at L.E.A.P., Title recruited high-profile judges, DEA agents, prosecutors, and law enforcement agents to advocate for marijuana legalization, ultimately doubling the organization's number of female representatives. A High Times Freedom Fighter Award and Hunter S. Thompson Young Attorney Award recipient, Title holds professional degrees in law and business.

"We are honored to have Mr. Whittaker and Ms. Title—two distinguished and informed advocates of marijuana policy reform—speak at our first-ever Boston event," says Boston Chapter Co-Chair Ally Zapp. Co-Chair Katie Phillips adds, "As Massachusetts' marijuana industry evolves, it is important to engage voices like Mr. Whittaker's and Ms. Title's, and to ensure that women in the cannabis industry are empowered to lead."

The Women Grow Boston Chapter Kick-Off Event will take place from 6:30 - 9 p.m. on Thurs., Jan. 8 at The Point (147 Hanover St., Faneuil Hall). The event will offer opportunities for brief personal introductions, open networking, and a speaking program. Tickets are \$30 in advance or \$40 week-of. To purchase tickets or learn more about the event, visit the [Women Grow Boston Chapter event page](#). After January 8, events will be held on the first Thursday of each month. The next event will take place on February 5.

Since its inception in July of 2014, Women Grow has seen enthusiastic response and rapid growth, demonstrating a distinct demand for organizations designed to support women in the cannabis industry. The organization launched its first chapter in Denver in August 2014 with more than 70 attendees, and has since expanded to more than a dozen chapters nationwide. While Women Grow is women-focused, it also welcomes business savvy men who understand that involving women in their organizations and partnering with women-owned businesses is good for the bottom line.

ABOUT WOMEN GROW

Women Grow is a national network educating, empowering and connecting women in the cannabis industry through monthly networking events and national conferences that shine a spotlight on aspiring and established women leaders in the cannabis industry. The organization welcomes women entrepreneurs at all stages of business development from within the many sectors of the industry including cultivation, sales, advocacy, investment and ancillary businesses such as legal advocacy and representation, medicine, and marketing. Women Grow currently has more than 30 chapters from coast to coast, with additional chapters slated to launch this year. Current chapter locations include Anchorage, AK; Albuquerque, NM; Asheville, NC; the Bay Area, CA; Boston, MA; Boulder, CO; Chicago, IL; Denver, CO; Humboldt/Arcata, CA; Los Angeles, CA; Las Vegas, NV; New York, NY; Phoenix, AZ; and Seattle, WA. Visit WomenGrow.com to learn more, locate or apply to start a chapter, and tap into the organization's knowledge base and speaker's bureau. Follow Women Grow on [Facebook](#), and on [Twitter](#) and [Instagram](#) (@womengrow).

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For more information, please contact Women Grow PR Director Susannah Grossman:
pr@womengrow.com or 832.771.8240