

Media Pitch Letter

[ADD MONTH DAY, YEAR]

Dear **[ADD NAME OF REPORTER/EDITOR]**:

This year, approximately 140,000 people will be diagnosed with colorectal cancer and 56,000 people will die from this disease. Yet, it is a highly preventable and treatable disease if caught early and an estimated 40,000 or more lives could be saved through screening and early treatment.

That is why as a colorectal surgeon I am writing to you to request that you consider writing an article or doing a story on colorectal cancer during Colorectal Cancer Awareness Month this March: to ensure your readers, viewers or listeners learn about the importance of early screening for colorectal cancer and what they can do to minimize their chances of getting this disease or, if they do get it, greatly increase their survival likelihood.

As a specialist in the screening, prevention and treatment of colorectal cancer, I see firsthand every day the needless suffering of patients who have waited too long to discover they have this disease ... and the benefits to patients who have been screened early and treated for it. I would be happy to speak with you about these experiences, and share my professional expertise on the current medical thinking on the best ways to screen for, prevent and treat colorectal cancer.

Enclosed are press materials with additional details. I can be reached at **[ADD PHONE NUMBER]** to answer questions or arrange for an interview.

Sincerely yours,