**SAMPLE SCRIPT FOR PITCHING REPORTERS**

Hi this is \_\_\_\_ calling from \_\_\_\_\_.

I just wanted to alert you to a unique coverage opportunity: our Mother’s Day observances for 2021, and the reunions that moms are beginning to have with their families.

We are especially grateful to the care workers who have served as surrogate family members to our moms over the past year -- providing in-person connection and bringing joy and companionship during this difficult time.

Mother’s Day is a special day for those of us who care for moms, so we are [ ANY CELEBRATIONS/OBSERVANCES ].

To make sure they get every chance to reconnect with the people they love, we’re [ ANY SPECIAL EFFORTS YOU ARE MAKING ]

[ OFFER STORIES OF BONDS FORGED BETWEEN MOMS AND CARE WORKERS ]

If you’re interested in learning more, I can connect you with [ MANAGER/STAFFER ] to talk more about this issue and the coverage possibilities.