

Andrew King

From: Bristol Area Downs Syndrome Support [Bristol_Area_Downs_Syndrome_Supp@mail.vresp.com]

Sent: 24 November 2011 22:37

To: info@badss.org.uk

Subject: Test Message - HTML Format:Magazine Article

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Bristol Area Down's Syndrome Support

Several of you were interested in telling your story a few months ago but as I understand it the opportunity fell through.

I have been contacted by a professional company based in Bristol and thought some of you may wish to try again. See the email below. If you mention BADSS when you contact them then the charity is likely to benefit from a small donation.

Thanks
Andrew

My name is Kim Willis. I am a writer for national woman's magazines and newspapers. I run Phoenix Features, a small agency in Bristol, but I work with people all over the country, and often beyond. The features we write appear in magazines such as Take A Break, Love It and Woman, as well as national newspapers and Sunday supplements.

These features aim to reach ordinary people to raise awareness about current events and important issues affecting British society today, such as health matters.

With this in mind I was wondering if I could come and meet you and the other parents at one of your group meetings, to see if anyone would like to appear in a feature suitable for publication in a woman's magazine, about the impact of having a child with special needs in the family, and the wonderful way in which these children can enrich lives. Our readers would learn a lot from hearing this kind of story, and it would help raise awareness about Down's Syndrome and encourage anyone going through similar situations to realise they are not alone and to know there are support groups out there.

I'm sure it's not your prime consideration but it is my duty to inform you magazines do pay a generous fee upon publication. Naturally, before you consider working with anyone, you want to know more about their experience and ability to represent your story. I worked at a large press agency called SWNS for two years, before setting up my own agency, Phoenix Features. We are proud to give a professional but personal service, and take great care of our clients during every stage of the story writing process. My website is: www.phoenixfeatures.co.uk

Our long-standing relationship with the magazine's editors ensures that we get the best deals for your story without compromising your integrity – you decide what goes into the feature and what gets left out. I can assure you that everything would be handled with the utmost care and sensitivity and I'll keep you updated every step of the way. You have full copy approval, which

means you get to approve the feature before it appears in print. This will give you the opportunity to make any last minute changes. I feel this is of paramount importance – as I want you to feel proud of what has been written and the message we are sending out.

It would be an honour to meet with you. If you feel you may be interested, please contact me in confidence on 0117 9144 603. I will ring you straight back to save on your phone bill, and I'll be happy to answer any questions you may have. You won't be put under any pressure to proceed and I will only arrange a time to do an interview once you have given your full consent. Thank you for taking the time to read this letter,

Kindest regards, Kim.

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Bristol Area Downs Syndrome Support
7 Jobbins Close
Chipping Sodbury
Bristol, England BS37 6ER
UK



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