

Subject: [PITCH: An innovative way to protect youths from the sun]

Hi Bernadette,

I'm reaching out to you on behalf of Coolibar; we've recently partnered with Vineyard Vines in providing a new collaboration for young people to enjoy fashionable clothing while being protected from the sun. As of April 1, Coolibar is now available at all Vineyard Vines stores in over 100 locations in the U.S. With skin cancer rates on the rise each year; Coolibar is passionate about changing those statistics through fashion.

With 71% of women being your audience and 35% majority of readers having children, we'd love the opportunity to have our new sun protective clothing line featured in Us Weekly to provide moms with the resources to keep their tweens and teens protected from the sun.

Please let me know if you would be interested in hearing more or receive product samples. Below, I have listed what the collection consists of and a few links to check out.

Coolibar X Vineyard Vines' youth collection consists of:

- Colors and patterns Vineyard Vines is infamous for with dual logo
- Athleisure wear that's stylish, versatile, and comfortable
- New accessories, such as sunglasses, hats, and bags
- Complimentary styling service in-store and online
- Coolibar's sun protective clothing technology blocking 98% of UVA/UVB rays, decreasing the chances of skin cancer

Links:

[www.coolibar.com](http://www.coolibar.com) or at [www.vineyardvines.com](http://www.vineyardvines.com)

Find a store near you at [www.vineyardvines.com/stores](http://www.vineyardvines.com/stores)

Thanks,  
Michaëlle De La Torre