

LETTERHEAD

February 27, 2015

Mr. Bill Daley
Culinary Reporter
Chicago Tribune
435 N. Michigan Ave. TT500
Chicago, IL 60611

Dear, Mr. Daley:

It's a warm summer day and you're listening to the hits of a critically acclaimed rock group, reunited for the first time in 10 years. Chicago's Union Park has been transformed into an all-ages concert venue with great food and several unique vendors. The sun begins to set behind the city skyline, The Beets triumphantly take the stage and thousands of the nation's hungry will soon have food on their tables thanks to the concert proceeds.

I think The Chicago Tribune will find an excellent story in this event. The Beets are a popular group that will be performing a charity concert for Feeding America, one of the largest nonprofits in the nation. Half of the ticket proceeds will go directly to help feeding the homeless and impoverished children of our nation. The event planners will be curating an entirely organic menu featuring dishes from some of the biggest names in the food industry for this concert. The readers of The Chicago Tribune will find this event to not only bring them entertainment, but a unique way to integrate food and giving back to the community.

Astronomical Events International and I are bringing this information to you exclusively. The Beets agreed to the headline slot this morning, and I am still contacting opening acts but I would like to get a release out as soon as possible. If you think you would be interested in publishing a piece on this event for The Chicago Tribune, I need to hear back from you before March 4. You can reach me at remanuel@cityofchicago.com or at 312-311-7574.

If I do not hear from you by March 4, I will follow up by phone for a final response or to answer any questions you may have. Thank you for your time and consideration, I look forward to hearing from you.

Sincerely,

Rahm Emanuel
Mayor of Chicago