



KROCHET KIDS INTERNATIONAL

4504 Meridean Avenue, Suite 23 • Seattle, WA 98107 • Tel (260) 555-0000 • Fax 555-555-1515

May 13, 2009

Caroline Killinger

Fashion Editor
ELLE Magazine
1616 Fashion Way, Suite 160
New York, NY 10102

Dear Ms. Killinger:

With Fashion Week coming up so quickly, I realize your schedule must be very full, but knowing how supportive you are of Krochet Kids I hoped you wouldn't mind a little interruption. I would, again, like to thank you so much for your generous donation at our Fundraising Banquet in January.

Since our last meeting at the banquet, we have worked hard with Nordstrom to introduce our product into their retail stores. I am very excited to announce that our efforts have paid off and Krochet Kids' Fall Line will launch in Nordstrom stores nationwide this September.

September 15th through 21st, Nordstrom and Krochet Kids will host a celebration party for our product launch. The celebration takes place in all Nordstrom stores by offering a free gift with purchase of any of our hats or scarves, as well as a special display offering brochures and information about our non-profit organization. The celebration will take place on a larger scale in the Downtown Los Angeles and Downtown New York locations. Here, members of the original Krochet Kids will host the event and there will be several celebrity appearances, including professional snowboarder Shaun White and others yet to be announced. Beverages and snacks will be provided.

Krochet Kids and Nordstrom are looking for additional support for the launch festivities and are eager to know whether you and ELLE are interested in joining our team. We hope to get the word out about Krochet Kids before the launch in a featured story in ELLE and/or for you to choose one of our products for your "Featured Fashion" section of the magazine. We would also love to have you join us at the launch party to do a follow-up to the feature, as well as to meet other supporters involved with Krochet Kids.

I have enclosed a press kit that includes: a press release with complete information about our new product line and launch event, our Summer Product Catalog and order form (Fall Catalog to be coming soon), a brochure of our organization's history, product testimonials, and photos of the women who make our products.

I hope you and ELLE will attend Krochet Kids' launch celebration and consider featuring our products in an upcoming edition. I look forward to speaking with you again soon.

Sincerely,

Carly Glenn, Head of Marketing
Krochet Kids International