

**BUSINESS JOURNAL PITCH**

To: Sari Lesk

Retail, Restaurant and Banking reporter

Milwaukee Business Journal

Subject: Interview Opportunity

Greetings Sari Lesk,

From 2015 to 2016, human trafficking in Milwaukee County grew by over five percent according to the Medical College of Wisconsin. In 2017, it grew by over 55 percent. With that in mind, Exploit No More, a local nonprofit dedicated to ending human trafficking in the Greater Milwaukee Area, is kicking off Human Trafficking Awareness Month in January with a donation drive at area businesses and churches. These drives will be focused on collecting essential self-care and hygiene items for survivors as they transition themselves out of human trafficking.

Since the Business Journal and, more specifically, you cover what is going on in the Milwaukee restaurant world, we thought this might be something you would be interested in covering because of your history of highlighting local businesses giving back. If that is the case, I can coordinate interviews with the owners or managers of the restaurants and coffee shops that are participating in the donation drive. I can also make myself or our executive director Jarrett Luckett available for any interviews as well.

I will be following up with you in the week to see if you have any questions or to schedule those interviews. In the meantime, do not hesitate to reach out to me with anything that I can help answer.

Thank you very much for your time.

Regards,

Melania Klemowits