



News from the University of Wisconsin-Eau Claire  
Student Office of Sustainability  
105 Garfield Avenue – Eau Claire, WI 54702

Feature story opportunity

Dear Kathryn Kahler,

It isn't bright lipstick or fancy high heels that make the University of Wisconsin-Eau Claire the most gorgeous campus in the entire Midwest. Instead, the best-kept beauty secrets are found in the actions and attitudes of an environmentally-conscious academic community. That, of course, is exactly why the Student Office of Sustainability hosts Blugolds Go Green—the annual litter pickup event showcasing the university's unrelenting commitment to its natural features.

During this largest, single-day cleanup in the UW System, students, faculty and volunteers join together in an effort to preserve the environment and promote sustainability among the university community. Based on survey data collected during last year's event, nearly 126 pounds of waste were collected—the amount produced by an entire family over one month. Because subscribers to your magazine value topics that focus on environmental issues in Wisconsin, these local conservation efforts would undoubtedly resonate with readers.

I believe it would be beneficial to your both your publication and readership to include a story about the Blugolds Go Green event in the upcoming April 2017 issue. I would be willing to author a 1000 word feature piece providing details about the 2016 event as well as information for the impending fourth annual cleanup. A story like this would not only attract reader interest, but it would inspire action, draw awareness and garner respect for the efforts towards conservation taking place in local communities. I ask that you consider this opportunity to reach your subscribers through a true testimony of sustainability.

Sincerely,  
Nicole Lanzer  
Communications Manager – Student Office of Sustainability  
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