NRT Gum Promotion

Sample E-mail Pitch to Media

Hello [Mr./Ms. LAST NAME] –

Hope you are doing well. In the midst of the COVID-19 pandemic and other heavy issues in the past few months, there is good news to share for people in [CITY/REGION] and throughout New York State. For a limited time and while supplies last, the New York State Smokers’ Quitline is offering up to **three months of nicotine gum free by calling 1-866-NY-QUITS**.

This unprecedented offer provides critical support for those who use tobacco or vape products. Nicotine gum eliminates short-term cravings and is an FDA-approved product that can increase the odds for successfully quitting and staying quit.

During a time when lung health is more important than ever, this offer from the Quitline can greatly improve health for thousands of New York State residents. We need to spread the word for everyone to take advantage of this opportunity while supplies last.

May we count on you for your support to share this news with your [readers / listeners / viewers]? We can provide additional information and/or have someone available to discuss topics such as how to use the nicotine gum, tools for successfully treating nicotine dependence, and how to get help during the COVID-19 pandemic. We will follow up with you via phone on [DAY] unless we connect sooner.

Thank you in advance for your consideration,

[YOUR NAME]

[ORGANIZATION]

[CELL NUMBER]