

Brenna Fels

To: Krystin Arneson at CNN  
Subject: Sephora's 50<sup>th</sup> Anniversary Celebration

Hi Krystin Arneson,

My team and I at Sephora are incredibly grateful for the past coverage you have done on our sales and events. We want to show our appreciation by inviting you to be one of the first to hear about Sephora's upcoming 50th anniversary celebration.

To celebrate Sephora's anniversary, we will be offering a sale Aug. 1– 4 online and in all Sephora stores. All products will be 10% off, and customers will receive one free product with their purchase. Our Sephora Squad members will also be making appearances at various Sephora locations to offer exclusive beauty tips. Sephora will donate 10% of all sales to empowering women.

You are the perfect journalist to be the first to hear and report on our upcoming sale. Since you have shown interest in Sephora in the past, you already have an established audience that will be excited to read more content focused on Sephora. This will provide CNN with an increase in readership as you will be the first to report on this upcoming sale.

I would be pleased to arrange a time for you to interview Jeanette Hill, CEO of Sephora, and two of our Sephora Squad members: Sabrina Lod and Jorge Gutierrez, to discuss Sephora's upcoming anniversary event. Do you have availability between July 10– 11 to meet with all three in our New York office?

Should you have any questions, please reach out to me by email at [brennafels@syr.edu](mailto:brennafels@syr.edu) or by phone at 494-567-7564.

I look forward to hearing back from you soon!

Best,  
Brenna Fels  
Senior Public Relations Manager  
Sephora