

Brenna Fels

Hello (insert name),

Everyone deserves to have a place to learn, grow and express themselves. Here at Sephora, we pride ourselves on providing a welcoming and inclusive environment where everyone is free to be themselves. We strive to implement our values into surrounding communities to foster change.

To help future generations grow up in a caring and supportive home, we are partnering with Prevent Child Abuse America. PCAA works to prevent child abuse and neglect before it happens. By raising awareness about child abuse and neglect, we can help people understand how to recognize and stop it so that every child grows up in a safe, stable and nurturing environment.

We invite all employees interested in learning how to recognize and prevent child abuse and neglect to attend an upcoming workshop with experts from PCAA. The workshop will begin with an informational session where participants will learn about the research and work that PCAA does. Immediately following the informational session, participants will work hands-on with experts to test out prevention tactics in mock scenarios. To conclude the workshop, employees will work with experts from PCAA to develop a plan on how we at Sephora can do our part in recognizing potential child abuse situations in our stores and the greater community.

Even if you cannot attend, we urge you to visit the PCAA website to learn more and donate to do your part in preventing child abuse and neglect.

Sincerely,

Jean-Andre Rougeot

CEO of Sephora

Word Count: 245

Audience: Employees