

## Pitch Letter: Human Interest Angle

I am writing to bring your attention to a hidden gem in our own backyard that could be the focus of an inspiring feature story for your readers. It profiles a company called Innovative Computer Courses that is located in Salem. This small company has been saving people for a decade now, and I believe your readers would love to hear their story.

Dennis Liberge and Carolann George started ICC in 1997. ICC is a computer learning and training center that focuses on helping individuals become marketable for future employment. In fact, they have garnered a 100% employment rate for their graduates and 120% salary retainment rate for their students who are re-entering the work force after being laid off. Dennis and Carolann are truly passionate people who are willing to tell their story.

The feature would be a human-interest story. ICC is filled with students from all walks of life. On any given day you will find an 80 year old women training on Microsoft Outlook so she can email her grandkids to a 50 year old man who was just laid off from his factory. The student testimonials are inspiring and always interesting.

ICC is helping people everyday, to regain control of their lives by helping them become more marketable in today's technology driven world. They do so in an un-intimidating, accessible way, with a focus on the individual. The stories from their students provide a myriad of possibilities for a moving piece for your readers.

I can arrange a time for you to interview Dennis Liberge and Carolann George. I know they would be excited about the opportunity to share their story with your readers. I could also set up an in-person visit for you at their Salem office where you could have access to their students as well. I will call you early next week to follow up.

Regards,

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