

Potential Email Subject Lines:

- Fainting is the #1 warning sign of a potentially fatal heart condition
- My child's faint was more than a faint – and could impact other [name of your city] kids too

Please cc: Anna Goodson (anna@sads.org) on your emails. Not only can Anna help answer any questions, but having a SADS staff member included helps the station realize this is an official campaign, backed by a nonprofit.

Dear (Name of Contact),

I am a resident of _____, and am writing you with a story idea that might be of interest for your station.

Have you ever heard a story about a healthy child or young adult who died suddenly with no obvious explanation? Did you know this kind of unexplained death will affect 4,000 families this year alone?

Many of these children had a condition that the family was not aware of—a heart rhythm abnormality. These conditions that can lead to sudden cardiac death are entirely treatable, though. And **one of the top warning signs is unexplained fainting.**

As a local _____ resident, I'm joining with the SADS Foundation (Sudden Arrhythmia Death Syndromes Foundation) in their Fainting PSA campaign to help spread awareness about this common – but potentially deadly – warning sign.

I'd like to share my first-hand experience with you on how increased awareness of these conditions can make an impact for families like mine. *(Short story here. Tips: when referring to a child include the school or another local tie. For example: My son, John, a 3rd Grader at Arthur Williams Elementary School, has Long QT Type 1, so he takes a medication every day and receives regular care from a cardiologist. I'm so grateful for the diagnosis and care that he receives to keep him safe).*

I can provide up-to-date statistics about these heart conditions that may affect other members of our community from the SADS Foundation. They can also provide a quote (or interview) from a medical expert.

If you have any questions about the SADS Foundation, or need more information, please feel free to reach out to me or to the Communications Director at SADS, Anna Goodson, at Anna@SADS.org.

Thank you!

Your name

Volunteer at the SADS Foundation