

Julia Wagner
10/20/2021
PRL214

To: Eboné Denise
From: Julia Wagner
Subject: Impossible Foods to host TikTok challenge #MyImpossible

Hi Eboné,

I have followed your stories for a while and love your writing style. I really enjoyed your latest article on incorporating high-protein foods into your diet while eating less meat.

My name is Julia Wagner, and I am a communications specialist for Impossible Foods. If you are looking for more plant-based content, I would love to share an opportunity with you that we are cooking up to celebrate our 10th anniversary.

The #MyImpossible challenge will be a virtual event hosted on TikTok, inviting users from across the globe to share their talents and unique skills with the chance to win \$1,000 for themselves and \$5,000 for an environmental organization of their choice. The event is our way of shining a light on the good that came from quarantine during the COVID-19 pandemic while continuing to support our environmental mission as a company.

Here are some reasons that I believe you will benefit from this story:

- BuzzFeed has an established young and progressive audience that will appreciate content about the environment and ethical eating choices.
- It is relevant because the event is occurring on TikTok, where BuzzFeed has a prominent following
- I can offer you an exclusive interview with CEO Pat Brown regarding the event

If you have any questions, please feel free to reach out to me at the contact information below. Thank you for your time, and I look forward to hearing back from you and reading more of your work in the future!

Best Regards,
Julia Wagner

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