

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 (650) 815-9014, or by email at [Juliapaigew02@gmail.com](mailto:Juliapaigew02@gmail.com). 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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