



October 12, 2011
James McIntosh
Reporter
Alive Magazine
834 Washington Ave.
St. Louis Mo 63304

Dear Mr. McIntosh,

With summer over and the holidays around the corner, families of the less fortunate are faced with hard times. Star Power Marketing presents their first annual toy drive. marketing including NBA players Darius Miles and Larry Hughes will support in an effort to making this toy drive successful.

With unemployment rates increasing and the economy standing at an all-time high parents simply cannot afford to provide the gifts that children look forward to. Children right in St Louis are included in the many that go without gifts for Christmas.

For more information about the toy drive please visit www.starpowermarketing.com

I will follow up with you in a week to discuss the details and interest in the toy drive. If you have any questions feel free to contact me directly at (618)233-0912, or at daniellejack09@gmail.com

Best,

Danielle Jackson
Public Relations Student
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