

Pitching the Media

Liz Blackburn

Grand Canyon University

ENG 381: Writing for Advertising and PR

Professor Jessica Christ

June 18, 2023

Pitch 1: Midwest Living

To: Deidre Finnigan, Publisher

Diedre.Finnigan@dotdashmdp.com

Subject: Fireworks and old-fashioned 4th of July Fun at World-famous Ozarks Resort

Hi Mrs. Finnigan:

The sprawling lawns in front of picturesque Big Cedar Lodge will be brimming with 4th of July fun this summer season. The visual images and good old-fashioned fun will be on point with the aesthetics and vision of your print and online editions of Midwest Living. The rich Independence Day traditions of the world-famous resort in the Ozarks will be a fantastic feature in your Best of the Midwest Travel Edition for 2023.

Each year visitors flock to the beautiful Big Cedar Lodge located at the heart of the Ozarks in Ridgedale, Missouri for the 4th of July. The resort prides themselves on creating a rich celebration filled with family fun while basking in the beauty of the natural environment. Our full day of events include kids adventure camp, luxury yacht rides, a family picnic with yard games, air shows, and delicious food. The evening culminates with a stunning firework display over Table Rock Lake.

I have included a fact sheet of the day's events for you. Would this be a feature you are interested in? I would love to answer any further questions or send you over a full press release.

Thank you for your time,

Liz Blackburn

Teal Fork PR & Marketing

liz@tealfork.com

417-241-1594

Pitch 2: KY3 The Place TV Segment

To: Spencer Ernst

sernst@ky3.com

Subject: Old Fashioned 4th of July Celebration to light up the Ozarks

Hi Mr. Ernst:

Just a short car ride from Springfield and your audience can journey to one of the best Independence Day Celebrations in the Ozarks. Big Cedar Lodge will once again be hosting 4th of July fun this summer season. This would be an excellent “Spencer’s Adventures” feature on KY3’s popular lifestyle weekend edition of The Place television show. Your target audience of Springfield and surrounding area residents would benefit by hearing about the events. It would complement your kickoff to summer series.

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I have included a fact sheet of the day’s events for you. Would this be a feature you are interested in? I would love to answer any further questions or send you over a full press release and images and video from previous years.

Thank you for your time,
Liz Blackburn

Teal Fork PR & Marketing

liz@tealfork.com

417-241-1594

Fact Sheet

Big Cedar Lodge

BigCedar@Big-Cedar.com
www.bigcedar.com
@bigcedar

4th of July Celebration

EVENTS

Kids Adventure Club

9 a.m. to 1 p.m. & 4 p.m. to 8 p.m.

Children ages 4-12 enjoy activities such as fishing, bb guns, archery and seek and find scavenger hunts at the Nature Conservancy Center at Fun Mountain.

Lady Liberty Brunch Cruise

10 a.m. to 12 p.m.

The 62ft. luxury yacht sets sail around beautiful Table Rock Lake. Patrons can enjoy the beauty and craftsmanship of days of yore while enjoying decadent food.

Charlie Evans & Paw Patrol

11 a.m. to 4 p.m.

Pro Angler Charlie Evans and Chase and Marshall from Paw Patrol will be at Fun Mountain. Take pictures with your favorite hero's and enjoy the fun!

Independence Day Picnic

4:30 p.m. to 9:30 p.m.

Celebrate Independence Day with a good ole family picnic. Fun includes inflatables, yard games, entertainment, air show and delectable food from the culinary teams at Big Cedar Lodge. Local music sensation Members Only will perform. Fireworks will light up the sky at dusk.

Lady Liberty Dinner Cruise

7:30 p.m. to 9:30 p.m.

Soak up the sunset on Table Rock Lake on the luxury yacht Lady Liberty. Dinner on the decks and fireworks add to the ambiance.

VISIT OUR SPACE

190 Top of the Rock Road
Ridgedale, MO 65737

