

Alexis Reder Writing Sample

From: Alexis Reder

To: Jennifer Van Evra, Allergic Living

Subject: Story Idea: Improving Indoor Air Quality

Dear Ms. Van Evra,

Air pollutants are unwelcome guests that have overstayed their visit. You can use appliances to reduce their presence, but these should be high-quality devices. Dr. Stefanie van der Kellen, an asthma specialist said “vacuums have both helped and harmed allergy and asthma sufferers because they’ve kicked up as much dust as they capture.” Your readers – health-conscious, allergy sufferers – will appreciate the powerful capabilities of the new ElectroZoom XL, the first industrial-strength, consumer vacuum.

Available for \$675, the ElectroZoom XL creates a space where for anyone to comfortably live and work. Key features include:

- **GermStat** – The patent-pending, hypoallergenic filter pulls in irritants, removing 99.97% of all particles as small as 0.3 microns in size.
- **UltimateUltraWave** – The unique interior of the vacuum head kills 90+% of pathogens using ultraviolet germicidal irradiation light to improve air quality.
- **Crichnbach Ortho Handle** – The 46-inch telescoping handle, designed by orthopedist Dr. H. Johann Crichnbach, enables the vacuum to remove the dust beneath furniture that worsens hay fever systems.

I’d like to propose a story for *Indoor Allergies* on how appliances can improve air quality at home with tips for reducing indoor air pollution. We have high-resolution photos and a two-minute video on how GermStat works available at www.durableapp.com if you would like to see

how GermStat operates to improve air quality. We can also provide your own ElectroZoom XL to test. Can we schedule a phone interview with each other to discuss this story more?

Thank you for your time and consideration.

Alexis

Contact

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