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April 03, 2025

Activity 3: A Persuasive Pitch

To: Emma Gilchrist emma@thenarwhal.ca

Subject Line: Exclusive: Local breakthrough in kelp conservation fights climate change

Hi Emma,

I fell in love with the ocean at six after watching *The Little Mermaid*. It felt mythical, untouchable. But as I grew, I realized how fragile it was—and how much it needed saving. Your work at *The Narwhal* is a powerful reminder that protecting our oceans can't wait.

I'm reaching out to share a recent breakthrough in Victoria that could be pivotal for marine health. Kelp forests—critical for carbon capture—are disappearing in some areas by as much as 95 per cent. Damco, a Victoria-based tech company, has developed groundbreaking technology to restore these ecosystems and ultimately combat climate change.

As part of the company's \$6.5-million Ocean Kelp Project, this technology could reverse decades of damage, with projected annual growth rates of 7.3 per cent. A [project report](#) will be released on April 4, 2025.

Given your impactful oceanic coverage, I'd love to offer you the exclusive story, plus interviews with Damco's chief executive officer Janet Market, and lead researcher Diego Santiago to discuss this game-changing breakthrough. Promo materials and the media release are available [here](#). I'm happy to assist with any further requests.

This timely local story could drive meaningful change. Thank you for your time and consideration.

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