

EXHIBIT B
EMAIL TO DOCTOR

Subject: Cri du Chat Awareness Week

Hi Dr. [Your doctor's name]:

I was wondering if I could ask you for a small favor? I was wondering if you could put me in touch with someone in the [hospital's/medical group's] PR department? Here's why:

The not-for-profit support group for Katie's syndrome (5p Minus Society) is sponsoring its first annual, international "Cri du Chat Awareness Week" in May. Because of the rarity of the syndrome, there are many doctors who are still relying on outdated info from the 1970s (that their child may die at an early age, will never walk or talk, and will need to be institutionalized).

As you can imagine, this news is devastating to parents and the Society's goal is to help spread awareness about the realities of the syndrome, treatment option best practices, and about the resources available to parents and doctors at the Society.

I was hoping to work with the hospital's PR department to get help with local press contacts, and to also see if they would be willing to help push info out to their employees.

I have no problem calling them up cold, but a warm lead would be much better. Think you'd be able to help me out?

Thanks in advance!

Best,

--[Your First Name]

