

EXHIBIT C

EMAIL TO MEDIA/PR COORDINATOR AT HOSPITAL OR MEDICAL GROUP

Subject: Press Opportunity for [Medical Group Name] doc [Your Doctor's Name]

Hi [PR Person's First Name]:

My [age] year old [son/daughter], [your CDC child's first name] is a patient of Dr. [your doctor's name]. [Child's first name] suffers from a rare genetic syndrome called "Cri du Chat" and Dr. [your doctor's name] has been caring for [your child's name] since [date].

Our family is very fortunate to have Dr. [your doctor's name] as our doctor—[say something nice about the doctor. I wrote "many children go undiagnosed, sometimes for years, because of how rare the syndrome is and the lack of information out there, Dr. Coven diagnosed the syndrome early on"]].

This is the reason for reaching out.

On May 4, The 5p- Society, the parent support group for the syndrome, is co-sponsoring International Cri du Chat Awareness Week with other support groups around the world. We're trying to share the most up-to-date information about the diagnosis and care of the Syndrome with as many healthcare professionals as possible.

I wanted to speak with you about teaming up to get information out to the press that features Dr. [your doctor's name] and meets the Society's awareness goals.

I have attached an initial draft of a press release that I plan to use. It could easily be customized to include information about Dr. [Your doctor's name] and [the medical group's name].

Please call me on [your phone number] to discuss further.

Best,

--[Your First Name]