11/6/14 **PITCH LETTER**

Jenna Ross

Star Tribune

425 Portland Ave.

Minneapolis, MN 55488

Dear Ms. Ross:

Saint Mary’s University of Minnesota is known for its community outreach and reputation of building excellent relationships. Fred de Sam Lazaro, Director of the Under-Told Stories Projects and correspondent for PBS News-Hour, is holding an event on both the Twin Cities Campus and Winona Campus in early November. The issue that is being reported on involves the working and living conditions for employees in the garment making industry. The keynote speaker for the event will be Joe Bozich, CEO of Knights Apparel, as well as two professors from the University.

Since you cover the state news for the Star Tribune I would like to ask if you would be interested in covering these events for Saint Mary’s University. I am also aware of your past experience reporting on higher education, specifically the University of Minnesota for more than four years.

The event would be interesting to cover for you personally, and it would really benefit those in the Minneapolis/St. Paul, and Winona area who might enjoy attending this event.

* **Twin Cities Campus**: Tuesday, Nov.11, 2014. 6-7:30 p.m. Saint Mary’s University Center. 2540 Park Avenue, Minneapolis.
* **Winona Campus**: Wednesday, Nov.12, 2014. 7-8:30 p.m. Saint Mary’s University Page Theatre. 700 Terrace Heights, Winona.

For more information please take a look at the following web page: <http://www.smumn.edu/newsblog/6394/garment-industry-is-topic-of-next-under-told-stories-project-nov-12-at-saint-marys-university/>

I will be sure to follow up with you in a few days to confirm your receipt of this email. I will attach my contact information below. Do not hesitate to contact me if you have any questions. I look forward to hearing from you.

Sincerely,

Eric Zeitlin

Director of Public Relations

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**PRESS RELEASE**

NEWS Saint Mary’s University *of Minnesota*

November 6, 2014

Eric Zeitlin/ Director of Public Relations

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**Both SMU campuses will host**

**Under-Told stories speakers for a discussion on the garment industry.**

Winona, Minn- Saint Mary’s University of Minnesota will host a panel of speakers having a discussion about issues in the garment industry. The panel of speakers will include: Joe Bozich, CEO of Knights Apparel, Nikki See, producer and editor, Under-Told stories project, Paul Christensen, Assistant Dean in the graduate School of Business and Technology at Saint Mary’s University, and Chandu Valluri, Assistant Professor of Marketing Winona campus.

“Is What you’re Wearing Enslaving or Liberating?” will be held on Wednesday, Nov. 12, from 7-8:30 p.m. at the Saint Mary’s University Twin Cities campus and again the following night on the Winona Campus from 7-8:30 p.m. in the Page Theatre. The events main speaker, Joe Bozich, CEO of Knights Apparel, will address very serious issues regarding the garment industry and how his company can compete with brand names such as Adidas and Nike, while providing a living wage to the Dominican workers who make the clothes.

Each panelist will be providing background on various areas regarding the garment industry. Fred de Sam Lazaro and Nikki See will moderate the discussion, two journalists who report stories for PBS News-Hour and have covered the garment industry globally.

Audience members are encouraged to think about a few questions before attending: “ In Bangladesh, 4 million people are employed in the garment industry, many in unsafe conditions with poverty-level pay. Are non-living wages better than the alternatives?” Also, “ Bozich pays Alta Gracia garment workers 3.5 times the legal minimum wage. What’s your price point for fairness?”

The panel will open up for any questions and further discussion after the presentation is complete. Mr. Bozich will be of interest for those in the business world both nationally and internationally, as well as those would like to learn more about consumer behavior. --###--

**About Saint Mary’s University of Minnesota**

Saint Mary’s University of Minnesota is dedicated to advancing the educational and career goals of today’s students. Saint Mary’s has more than 5,600 students enrolled in undergraduate, graduate and certificate programs in Winona, the Twin Cities, greater Minnesota, Wisconsin and Nairobi, Kenya. At Saint Mary’s 95-year- old residential campus in Winona, the undergraduate College curriculum combines traditional liberal arts and sciences with career preparation in a student-centered environment. The Schools of Graduate and Professional Programs serves both adult learners and the educational needs of society. With 4,300 students currently enrolled, the Schools of Graduate and Professional Programs-a pioneer in outreach education since 1984-is one of the largest graduate schools in Minnesota.

**Social Media Release**

CONTACT INFORMATION:

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**Saint Mary’s University will host Joe Bozich for a panel discussion on the garment industry.**

**Minneapolis, MN-November 11, 2014. Winona, MN-November 12, 2014**

* “Is what you’re Wearing Enslaving or Liberating?” is the title of the panel.
* Twin Cities Campus will be Tuesday, Nov. 11, 2014 from 6-7:30 p.m. at Saint Mary’s University Center. 2540 Park Avenue, Minneapolis, MN.
* Winona Campus will be Wednesday, Nov. 12, 2014 from 7-8:30 p.m. at Saint Mary’s University Page Theatre. 700 Terrace Heights, Winona, MN.
* Topic will be on the working conditions that the garment industry provides its employees.
* The panel is a production of the Under-Told Stories projects produced by PBS News-Hour journalist Fred de Sam Lazar.
* Joe Bozich will be the keynote speaker. He is the CEO of Knights Apparel. Bozich shares choices, as a respected international business leader and as a humanitarian that funds Alta Gracia, the garment company that makes Knight Apparel clothing.
* Assistant Professor of Marketing at Saint Mary’s University, Chandu Valluri M’06, will also be a keynote speaker for the event. Valluri has advised business leaders in the information communications technology, textile, and food and beverage industries.
* All are welcome, but the panel will be especially interesting for those interested in business nationally as well as internationally, and those who express interest for the social responsibilities of marketing, and purchasing that go along with consumer behavior.

**Quotes**

* “In Bangladesh, 4 million people are employed in the garment industry, many in unsafe conditions with poverty-level pay. Are ‘non-living wages’ better than alternatives?” -Joe Bozich, keynote speaker
* “From ‘fair trade’ to ‘green washing,’ can consumers be persuaded to make socially responsible choices?” –Joe Bozich, keynote speaker
* “Bozich pays Alta Gracia garment workers 3.5 times the legal minimum wage. What’s your price point for fairness?”-Jill Wilson, Knights Apparel employee
* “Students, faculty, and anyone who has a chance to go really should. It will be well worth your time.”-Steve Schild, SMU professor
* “I’m Looking forward to being able to attend one of Fred de Sam Lazaro’s events. From my understanding he is one of the best reporters.”-Tom Garside, SMU student

**MULTIMEDIA ELEMENTS:**



* This is the photo that can be seen around Saint Mary’s Winona campus.



* This is a photo of Joe Bozich. He will be the events keynote speaker.
* Both of these photos can be found on Saint Mary’s University’s Home Page under ‘News and Events.’
* <http://www.smumn.edu/newsblog/6394/garment-industry-is-topic-of-next-under-told-stories-project-nov-12-at-saint-marys-university/>