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February 27, 2016

Idaho Statesman
1200 N. Curtis Road
Boise, ID 83702

Attention: Michael Deeds, Entertainment Editor

Subject: Ignite Boise 2016

Dear Mr. Deeds,

With Ignite Boise 2016 right around the corner, I am writing to suggest story ideas about how your readers can participate in the event this year, and to excite them by revisiting the wide variety of past Ignite Boise topics and presenters. This annual three-hour event brings together Boise's business and creative communities in a blaze of big ideas. On Thursday, April 28, at 6 p.m. at the Egyptian Theatre, presenters will each be given five minutes and 20 slides to speak on a topic of their choice. Local sponsors and volunteers have stepped up once again to ensure Ignite Boise costs nothing to attend.

My first story idea is to invite your readers to participate in Ignite Boise 2016. This will energize those readers who are looking for an opportunity to be active participants in an inspiring community event. Everyone is welcome to submit a two-to-three sentence topic idea at no cost on www.igniteboise.com, and vote to determine which topics will be presented.

My second story idea is to tell your readers about the wide variety of topics covered in this fast-paced format. Ignite Boise has been held annually for 12 years, and presenters have ranged from artists to geeks and academics to government officials. I have videos of past presentations available for your review, and can put you in touch with the most talked about past presenters.

Ignite Boise 2016 is a unique and fun aspect of Boise's nightlife. You can learn more about the event at www.igniteboise.com, which includes videos of many past presentations. I will call you at 10 a.m. on Wednesday, March 2, to discuss these story ideas and answer any questions you may have.

Sincerely yours,



Christine Bagwell
Communication Manager, Ignite Boise 2016