

SUBJECT LINE: A New Way to Stay Dry in the City of Brotherly Love

Dear _____,

Have you ever been out for a night on the town, leave your favorite restaurant and realize it's pouring rain and you're stuck without an umbrella? That five block walk to meet your friends seems impossibly long and dreadfully wet. No one wants to spend \$10 to buy *another* umbrella to add to your ever-growing collection.

Dutch Umbrella to the rescue! Co-founders Karen Rostmeyer and Joe Carlson founded Dutch Umbrella, an umbrella-sharing company in Philadelphia in 2007 for just that reason: to help others remain dry when a storm catches them by surprise. The concept is simple: take an umbrella, leave an umbrella, and pass it on, so the next time it rains, an umbrella is there for you or someone else to use.

“Sharing is the newest movement to be embraced in Philadelphia. With the popularity of other sharing companies like PhillyCarShare and ZipCar, Philadelphians are embracing the concept of sharing within a community,” says Rostmeyer.

With locations in Fairmount, Old City, Northern Liberties and various shops and restaurants across Center City, residents and tourists alike can be seen carrying Dutch Umbrellas as they shop, dine and socialize. Dutch Umbrella enables perfect strangers to share an umbrella and an experience.

Dutch Umbrella encourages sharing within the community and between businesses. For a small fee, businesses can house a RainDrop, essentially an umbrella bin in their restaurant or shop. Those businesses can place an advertisement on a Dutch Umbrella, helping to create and increase awareness of their business. When a customer picks up an umbrella, they can later return it to any RainDrop, thus spreading the message of sharing throughout the city of brotherly love.

What Dutch Umbrella is doing is an upbeat, exciting community story. I will contact you within the week about your interest in this story, and to see if you're interested in setting up an interview with co-founders, Karen Rostmeyer and Joe Carlson. If you have any questions, please feel free to contact me at 215-327-5018 or PRowlPR@gmail.com.

Thank you,

Jessica Lawlor
On Behalf of Dutch Umbrella
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