

From: Elise McGee

To: Kaelin Zaeilinski, Better Homes & Gardens

Subject: Story Idea: ElectroZoom XL For Clean House Awards

Dear Mrs. Zawilinski,

It sucks that I have to tell you this, but your house is a mess. I understand you are using your house as a testing ground for the Better Homes & Gardens: Clean House Awards, but I want to remind you of what is being left behind.

First and foremost, your dirty little secret is out: dust, debris, and grime are trapped on your floors. Secondly, you're not trusting in the right confidant. The ElectroZoom XL vacuum will let you come clean and actually make your floors gleam. Leaving the ElectroZoom XL behind would disappoint your floors, your awards, and your readers' vision boards. Your audience—environmentally conscious home enthusiasts—will appreciate the new, innovative ElectroZoom XL, the first industrial-strength consumer vacuum that delivers healthy living with convenience and comfort.

I'd like to propose the ElectroZoom XL as a contender for the Better Homes & Gardens: Clean House Awards. The fundamentals of vacuuming remain, but with its revolutionary technology, the ElectroZoom XL takes household vacuuming to an entirely new level of ingenuity and functionality. Here is how the ElectroZoom XL does more than an ordinary vacuum:

- **GermStat Filtration** - The patent-pending HEPA-certified filtration system eliminates 99.97% of dust, debris, pet hair, and other irritants with no after-dust.
- **UltimateUltra Wave (U2Wave)** - The ultraviolet germicidal irradiation light kills over 90% of pathogens, including invisible bacteria, mold, and viruses.
- **Cordless Operation** - The ElectroZoom XL operates cordlessly for 60 minutes, providing wireless, adaptable cleaning for any environment.
- **ElectroGrip+** - Our ergonomic handle extends 46 inches, enabling users to vacuum hard-to-reach areas while preventing back strain.

We have high-resolution photos available at www.durableapp.com. We can also provide your own ElectroZoomXL to test. If you have any questions or would like an ElectroZoom XL to demo, please let me know. I will call you next week to see about moving forward.

I know I've sucked up all your attention, but I hope I can make your dirty little secret into a proud household revelation.

Thank you so much for your time and consideration,

Elise McGee

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