



March 14, 1994

Request for press information about travel destinations

Please send **NewsKid** information about specific travel destinations in your state or area which may be of interest to young people. In addition, please place **NewsKid** on a press release listing in the event future information about special events and activities in your area are planned. Color pictures or slides are also requested. Release information and pictures may be used in future newspaper stories. This request is ongoing for an unspecified period of time.

Send all press release information to: Mark Lorimer
NewsKid
P.O. Box 15563
Beverly Hills, CA 90209

About NewsKid

A new publication produced just for kids has hit the streets, and it's called **NewsKid**. **NewsKid** is the unique national bi-weekly newspaper for kids, ages eight to 14. But this is not just an ordinary children's publication. As you can see by the enclosed sample, **NewsKid** is a brightly colored, eye-catching newspaper featuring many of the same sections found in an adult newspaper ... most notably headline news, sports, entertainment and film reviews and special features. And **NewsKid** is written especially for kids. It's fun, informative and kids are just crazy about it.

A complimentary copy of the newspaper is enclosed simply to introduce you to what adults, parents, educators and tens of thousands of kids think will be a "best selling" publication. **NewsKid** is already delivered directly to thousands of kids in schools and at homes throughout the country. It's also sold in selected bookstores and will be given to guests at fine hotels as a unique and special kid pleaser gift. And this is only the beginning to what will become a highly sought after publication. It is expected that by the end of this year over 100,000 kids will receive **NewsKid** regularly, and that figure will pale in comparison to the volume in the years to come.

All press information submitted to **NewsKid** will be used only for stories published in this newspaper. Color pictures usually accompany news stories and travel reviews (page 11 of the newspaper).

For additional information regarding **NewsKid** or this request, please contact Mark Lorimer at (310) 652-4200.

Post Office Box 15563 ♦ Beverly Hills ♦ California ♦ 90209
(310) 652-4200