

PARENTING
your Parent

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October 21, 2013

Robin,

I appreciate your time speaking with me this morning about my program *Parenting Your Parent: A Baby Boomers Guide To Caring For Your Aging Parent*.

As I mentioned, Dannon Activia is a perfect partner for PYP. *Dannon Activia - Parenting Your Parent* will air every Friday and will be promoted all week. You can have commercial spots or simply brought to you by.... The web site can send people to your site for information, coupons, cross promotions, etc. We can air the PYP segments on your site, or your spots on ours. How about a nutritionist talking about the benefits of Activia? Viewers of this show are very loyal. We can even have the host discuss the product and its benefits.

I've enclosed the PYP pilot to give you an idea of what the segments will look like as well as a copy of the show.

I look forward to speaking with you soon about Dannon Activia & PYP.

Kind regards,

Cyndi Tessler

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