

Example 1: GoPro pitch for their HERO10 Black camera

Hi X,

I'm getting in touch from GoPro, in light of the recent news that the ski season is being extended.

The end of ski season is dreaded by avid snowboarders and skiers alike but thanks to heavy snowfall and good weather, snowsports might continue into May. Vail Resorts announced that it will be extending the ski season at 7 major resorts, giving riders and skiers an extra few weeks to hit the slopes. Vail Mountain in Colorado, Kirkwood in California, and Stevens Pass in Washington will remain open until May 1 before the highly anticipated yet dreaded sunshine brings an end to the snow.

Nothing can quite capture that feeling of the last ride of the season, but GoPro can preserve the memory forever. The latest HERO10 is equipped with HyperSmooth 4.0 stabilization for crisp image quality and can shoot 5.3K video with double the frame rate.

For the snowboarders and skiers who double as content creators, they can use the Quik App to edit their footage directly on the mountain. If they want to get that perfect POV video coming down the mountain they can mount their GoPro anywhere from their helmet to their boot.

While your readers are preparing for a last-minute trip to the slopes, you might want to recommend a GoPro camera as a travel essential. I'll also attach this article from GoPro that lists some tips and tricks for using the camera on the slopes. I've also attached a deck of products suitable for snowsports. Let me know if this would work for a story!

Best,
X