

To: events@freepress.com
From: accountexecutive@ketchum.com
Subject: Nancy Ajram to Debut U.S. Tour in Detroit

Hello,

World famous singer and entertainer, Nancy Ajram, will be kicking off her U.S. tour in Detroit on July 8, 2014 at 7 p.m. at the Fox Theatre. Born in Lebanon, Ajram's success has led her to be called the Britney Spears of the Middle East. Ajram is excited to open her tour in Detroit and chose the city due to its large Arabic population.

Your Arabic readers would enjoy seeing Ajram's concert covered in your publication. Ajram is not only extremely successful in music, but philanthropic. The Oprah Winfrey Show described her as one of the most influential Middle Easterners in the world. Readers from an Arabic descent would connect with the story and your publication would gain customers.

Thank You,
Holly Hoehner

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