

**MEDIA ADVISORY**



**SHARE A HALF WITH YOUR OTHER HALF AT LEVAIN BAKERY**

Levain Bakery in Georgetown invites you and a +1 to our Valentine's day celebration.

GEORGETOWN, Washington, D.C. (Feb. 4, 2024)

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**WHO:** Award-winning heritage bakery: Levain in the Georgetown neighborhood.

**WHAT:** Our love-made cookies are meant to be shared. That's why, on Valentine's Day, we invite you and a loved one to share one. Join us for an in-store experience where you and your +1 can share one of our "Valentine's Day Cookie Grams" containing our limited edition double-flavor cookies! Additionally, limited-time edition matching merchandise will be available for purchase.

**WHY:**

Our bakery is an ode to love and companionship, and spending the day of love with us is the perfect way to celebrate.

**WHEN:** Feb. 13, from 2 p.m. to 8 p.m.

**WHERE:** Levain Bakery Georgetown, 3131 M St NW, Washington, D.C. 20007

**CONTACT:** [\(202\) 843-9340](tel:(202)843-9340)

**MORE ABOUT US:**

Established in 1995 in New York City, Levain Bakery originated from the friendship between Pam Weekes and Connie McDonald. What began as a bread shop evolved into a beloved bakery known for its cookies, initially created as a treat for their triathlons. Nearly 30 years later, Levain Bakery has expanded to 15 locations across NYC, Boston, Los Angeles, and Washington, D.C., driven by the founders' passions for food, friendship, sports, and hard work.



**PITCH**

**Potential Receivers:**

- Alexander Striano - Secret DC
- Gabby Allen - DC news now
- Katie Kenny - Washingtonian

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**SUBJECT: An “Ooey-Gooey” Valentines with Levain Bakery!**

Dear X,

You are cordially invited to experience an "Ooey-gooey" Valentine's Day Celebration! Join Levain Bakery in celebrating love at our Georgetown shop.

The event will feature an exclusive in-store experience where customers can access our exclusive matching and customizable merchandise and our shareable double-flavor "Valentine's Day Cookie Grams."

Because what better way to show your love than sharing?



Considering your work for Secret DC/ DC News Now/ Washingtonian, your writing/column would be a great fit to present and spread the word about our Valentine's Day event. This piece would fit perfectly with a "Things to Do in D.C. for Valentine's Day" article.

Please let me know if you want to hear more about the event.

Below is some more information.

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**IMAGERY:** [here](#)

**Sources:**

*Alex Striano, author at secret DC.* Secret DC. (n.d.).  
<https://secretdc.com/author/alexander-striano/>

DC News Now | Washington, DC. (2023, July 11). *Gabby Allen.*  
<https://www.dcnewsnow.com/author/gabby-allen/>

*Katie Kenny - Washingtonian.* Washingtonian.com. (n.d.).  
<https://www.washingtonian.com/author/kkenny/>

*Our cookies.* Levain Bakery. (n.d.). <https://levainbakery.com/pages/our-cookies>