

DOES MAN FLU EXIST?

Submitted by: Bray Leino
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Do the opposite sex really get worse colds? Are they really more susceptible or do they JUST MOAN MORE?

We represent a well known, natural cold remedy and are looking for a feature writer to work with us on a fun story about this popular topic. The writer will have good women's consumer press and national news contacts and be interested in having the opportunity to write this. The writer will retain all ownership of the piece and be able to sell it in as they would wish but we would expect reference to our brand within it.

We can provide extensive new research that will once and for all answer the question: DOES MAN FLU EXIST? We are also able to offer support and quotes from a doctor and a psychologist to support the story.

We think the piece should take a light-hearted battle of the sexes angle, based on solid research, but we are open to suggestions.

Please contact Sam Purnell or Emma Drury on 0117 9731173
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