

Dear (Insert),

Did you know that an itch during pregnancy could be a high risk pregnancy? I never knew until I was (# weeks) pregnant when I began to itch so severely that (insert short details about what caused you to think the itch was not normal). When I asked my doctor & did some reading, etc., I expected to learn that it was not a big deal or not related to my pregnancy. Imagine my surprise and dismay when I learned that not only was it related to my pregnancy, but that it could be deadly threatening the life of my unborn child. Who would ever think that an itch could have such consequences?

After recovering from the shock, I was diagnosed with Intrahepatic Cholestasis of Pregnancy (ICP), a liver condition unique to pregnancy that causes bile acids to accumulate in the blood, causing fetal distress and arrhythmia, meconium staining, preterm labor, respiratory distress, and stillbirth. (Personalize here with a short description of your own struggles with ICP). I am so lucky that my baby is happy and healthy, but not everyone is so fortunate.

As a result of my struggles with the condition, I am helping raise awareness in connection with the 501c3 nonprofit organization [ICP Care](#). The mission at [ICP Care](#) is to help spread awareness of this high-risk pregnancy in the hopes that we can help save the life of an unborn baby whose mother may not realize the seriousness of her itch. With proper treatment and management, the risks associated with the condition can be reduced to that of an uncomplicated pregnancy. It is estimated to affect 1-2 in one thousand pregnancies. I am asking for your help to spread the word. I am hoping you will help me spread awareness by including as a feature ICP, symptoms, treatment and/or event coverage. Together, we can save babies' lives. Don't Ignore the Itch.

I am available for interviews and look forward to your call to Fight the Itch. Save a Life. You may email me at [xxxx@xxxxxx.xxx](mailto:xxxx@xxxxxx.xxx), call my home phone [XXX-XXX-XXXX](tel:XXX-XXX-XXXX), or my cell phone [XXX-XXX-XXXX](tel:XXX-XXX-XXXX). You can learn more about the organization ICP Care at [icpcare.org](http://icpcare.org). ICP Care can also be found on [Facebook](#), [Twitter](#), [Pinterest](#), and [Instagram](#).

Sincerely,

(Your name)