

Dear (Insert),

I am a (Insert name of healthcare network) patient and enjoy your newsletter!

At (# weeks) pregnant, I began to itch so severely that (insert short details about what caused you to think the itch was not normal). I asked my doctor and after running some tests (personalize to your experience with your healthcare provider), 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, 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, 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. ICP Care can also be found on [Facebook](#), [Twitter](#), [Pinterest](#), and [Instagram](#).

Sincerely,

(Your name)