

Murphy's Naturals  
Bug Free Buzz PR  
P.O. Box 6205  
Chapel Hill, NC 27517

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Ms. Lauren Sher  
Managing Editor, Good Morning America  
147 Columbus Ave.  
New York, NY 10023  
[Editorial@GMA.com](mailto:Editorial@GMA.com)

Dear Ms. Sher:

Some stories start with a spark. This one begins with a husband's love and a bottle of bug spray.

Murphy's Naturals isn't a typical repellent brand. It's a veteran-owned, North Carolina-born company with a heartwarming origin, one man's mission to protect his wife from mosquito bites so they could enjoy the outdoors, together. Named after their beloved dog Murphy, the brand is built on clean ingredients, community, and connection.

As summer approaches, we are launching Murphy's Summer Together, a national campaign that celebrates family, nature, and moments, from youth sports to veteran charity races to campfire content. It's not just about staying bug-free, it's about staying close.

We propose a 1,000-word feature for Good Morning America that highlights the full scope of Murphy's story and how this small business is making a big impact across the country. Through interviews with Murphy's team and coverage of these events, we promise to capture the heart of this company's, values, origins, and community impact. With summer approaching and mosquito season rising, there's never been a better time to tell this story.

Let's help families everywhere Make it a Murphy's Summer Together

Thank you, and we look forward to hearing from you.

Respectfully,  
Bug Free Buzz PR  
919-111-2222

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