

**Subject:** Inspiring Leadership in Brain Cancer Advocacy: Featuring Katherine Snedeker, Founder of Gray for Glioblastoma

Dear X,

I hope this message finds you well. My name is Ainsley Disney, and I am reaching out to introduce you to an extraordinary individual and advocate, Katherine (Kate) Snedeker, founder and president of Gray for Glioblastoma (GFG). We believe Kate's inspiring story and impactful work would make for a compelling and valuable podcast episode for your listeners.

**About Kate Snedeker:** Kate Snedeker, a 2024 graduate of the University of Texas at Austin, founded Gray for Glioblastoma in 2021 following her father's diagnosis with glioblastoma multiforme (GBM), a highly aggressive and malignant brain tumor. Motivated by the lack of resources and support she found online, Katherine utilized her passion for philanthropy and event planning to create a positive and supportive community dedicated to raising awareness and funds for GBM research. Despite her father's passing in March 2023, Katherine's determination to honor his memory and impact the brain cancer space continues to drive her daily efforts.

Kate has been nominated for Forbes 30 Under 30 and DC 25 Under 25 Innovators, reflecting her significant contributions and exceptional ability to mobilize support for her cause. She also spearheaded an influencer program involving over 40 influential figures with a collective following of 20 million, demonstrating her strategic use of social media to amplify her mission. Alix Earle, Ellie Thuman, Remi Bader, Serena Kerrigan and Eli Rallo are just some of the many big-name influencers involved.

**About Gray for Glioblastoma:** Gray for Glioblastoma is a registered 501(c)(3) nonprofit organization committed to making GBM research a national priority. The organization has gifted over \$150,000 to support cutting-edge research at prestigious institutions, including Dana Farber Cancer Institute, Children's Hospital LA/Saban Research Institute, and The Preston Robert Tisch Brain Tumor Center at Duke.

**Key Projects and Initiatives:**

1. **On Wednesdays We Wear Gray:** A weekly awareness campaign encouraging supporters to wear gray and share their photos on social media using #grayonwednesday.
2. **Smiles, Support & Scribbles:** Sending heartfelt cards to GBM patients, caregivers, and families to provide emotional support.
3. **Students Go Gray for Glioblastoma:** Empowering students to create clubs and fundraise for GBM research, fostering a sense of community and activism on campuses.

4. **GFG Influencer Program:** Engaging big-name influencers to donate PR gifts, which are then used in auctions and raffles to raise funds for GBM research.
5. **Project Every Day Counts:** A \$50,000 collaboration with The Glioblastoma Research Organization and Children's Hospital LA to explore novel therapies for pediatric GBM.

**Impact and Vision:** Gray for Glioblastoma's mission is not just to fund research but to create a hopeful and supportive environment for those affected by GBM. Kate's story and the organization's efforts highlight the power of community, the importance of innovative research, and the urgent need for increased funding for brain cancer.

We believe that featuring Kate on your podcast will provide your audience with an inspiring narrative of resilience, leadership, and the profound impact one person can have in the fight against a devastating disease.

We would love to discuss this opportunity further and explore how we can collaborate to share Kate's story with your listeners. Thank you for considering this pitch, and we look forward to the possibility of working together.