



3802 Ehrlich Rd Ste 103 Tampa, FL 33624
(813) 264-8000 www.choxotica.com

February 10, 2009

Dear John Cavados
Executive producer
Good Day Tampa Bay, WTVT
P.O. Box 31113 Tampa Fl 33631

Dear John Cavados,

I think your viewers would enjoy a sweet topic that correlates with February being Heart Health Month, as well as Valentine's Day.

Topic: Benefits of Chocolates

Consuming a product of the cacao plant— chocolate— can trigger the release of serotonin and endorphins. Chocolate is comprised of hundreds of complex chemicals, including stimulants and antioxidants, which have positive effects on heart and health.

Even so, chocolates are typically purchased without much consideration and are never thought of as a health remedy. An exception is Tampa Bay chocolate connoisseur, Eric Green. He is a chocolate expert who not only understands how chocolate's ingredients affect body and mind, but also spends his time searching the globe for exotic chocolates.

Green opened Choxotia in 1997 to assist others in the daunting challenge of tasting exotic chocolates from distant lands. Green's Choxotica collection began with 200 distinct chocolates and it now offers more than 400 types of chocolate bars and liquids from around the world.

Eric Green would make an excellent guest on your show before Valentine's Day to discuss the ins and outs of chocolate. He can highlight:

- The effects of chocolate on your sex life
- Chocolates with the highest health benefits, as well as chocolates to steer clear
- Which chocolates promote the highest serotonin levels
- Proper temperature for chocolate to be kept at to taste the best
- Wine and chocolate pairing

Please contact me if you have any questions or would like more information. I will follow up with you in a few days to schedule Eric Green for your show.

Best regards,

Jessica Summers
Community Relations Manager
summers@choxoticamedia.com
(813) 264-8000