

[Your Name]
[Your Title]
[Your Company/Organization]
[Your Address]
[City, State, Zip Code]
[Email Address]
[Phone Number]
[Date]
[Recipient Name]
[Recipient Title]
[Recipient Company/Organization]
[Recipient Address]
[City, State, Zip Code]

Dear [Recipient Name],

I hope this message finds you well. I am writing to inform you about the upcoming release of our highly anticipated DVD, titled "[DVD Title]," which is set to hit the shelves on [Release Date].

[DVD Title] is a [brief description of the DVD's content, theme, or purpose] and promises to deliver [mention key highlights or features]. We believe this release will resonate with [target audience] and provide an enriching experience that [explain the value or impact].

To celebrate the launch, we will be hosting [mention any promotional events, screenings, or special features]. We would be thrilled to have your support in covering this exciting event. Attached to this letter, you will find a press kit including further details about the DVD, promotional images, and information about how to obtain a copy for review.

We appreciate your time and consideration, and we hope you will help us spread the word about [DVD Title]. Should you have any questions or require additional information, please do not hesitate to reach out. Thank you for your attention, and we look forward to your response.

Sincerely,

[Your Signature (if sending a hard copy)]
[Your Printed Name]
[Your Title]
[Your Company/Organization]