

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

Dear [Recipient Name],

I hope this letter finds you well. We are excited to announce the upcoming release of our latest project, [Title of DVD], which will be available on [Release Date].

[Title of DVD] is a [brief description of the content, e.g., documentary, feature film, etc.] that [mention the theme or significance of the project]. We believe that it will resonate with audiences due to [mention any unique aspects or achievements, such as awards or notable cast/crew]. The DVD will include [mention any special features, bonus content, or additional materials that will be included]. We are confident that this release will provide [explain the value or experience it offers viewers]. You can find more information about the DVD, including pre-order options, on our website at [Website URL]. We invite you to join us in sharing this exciting release, and we appreciate your support in helping to spread the word.

Thank you for your attention. Please feel free to reach out with any questions or for additional information.

Best regards,

[Your Signature (if sending a hard copy)]  
[Your Printed Name]  
[Your Job Title]  
[Your Company/Organization Name]  
[Optional: Social Media Handles]