

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

Dear [Recipient's Name],

Subject: Formal Announcement of VHS Release

I hope this message finds you well. We are pleased to announce the upcoming release of [Title of the Film/Program] on VHS format. This release is scheduled for [Release Date] and aims to [briefly explain the purpose of the release, e.g., commemorate a classic, provide an alternative format, etc.].

The VHS release will feature [mention any additional content or special features included, e.g., behind-the-scenes footage, director's commentary, etc.], providing a unique viewing experience for our audience. We believe that this format will appeal to both collectors and nostalgic viewers alike.

We would be grateful for your support in promoting this release through your channels. Attached to this letter, you will find promotional materials that can be utilized for announcements and marketing efforts. Thank you for your attention, and we look forward to working together to make this release a success. Please feel free to reach out if you have any questions or require further information.

Sincerely,

[Your Name]
[Your Position]
[Your Company/Organization]