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John Cavados  
Executive Producer  
Good Day Tampa Bay, WTVT Fox  
P.O. Box 31113  
Tampa, FL 33631

Dear Mr. Cavados:

When Valentine's Day rolls around, people go nuts scrambling to find the perfect gift for that special someone. Chocolate has continued to be the most popular gift given on the romantic occasion. At the same time, Americans are more conscious than ever about health issues like obesity and diabetes. Currently more people are on diets and exercise regimens to stay healthy and in shape. Choxotica, a chocolate boutique in Carrollwood, offers over 200 different premium chocolate bars from around the world including a wide range of sugar-free and organic chocolates.

I suggest having a segment with Choxotica's owner, Eric Green. Knowledgeable in the field of chocolate, Green is able to bring in sample gifts and chocolate to show the good quality of the exotic candy. Green, having lost 70 pounds himself eating dark chocolate in moderation, is able to discuss both the joys and the health benefits of adding small amounts of chocolate to a daily diet. People shouldn't feel guilty on the most romantic day of the year or on any day of the year. For viewers of "Good Day Tampa Bay" who are searching for a thoughtful but still indulgent gift, Choxotica could be the place. Green is available to be interviewed Feb. 13.

For more information about Eric Green or Choxotica, you can visit [www.choxotica.com](http://www.choxotica.com). If you have questions or concerns, please call me at (813) 264-8000. I will call you in the next couple days to see if you are interested.

Best Regards,

Samantha Ashford  
Community Relations Manager  
Choxotica