



Red Envelope campaign pitch, 9-21-04.

**Because**

pearls become her  
sapphire is her favorite color  
her beauty stops clocks  
it's baby's 20th birthday  
luck is no accident  
words fail  
life is short  
it's Tuesday  
they only need one toaster  
red is the new black  
it's a girl  
he scored a goal  
she hit a triple  
fortune favors the confident  
she'll only turn 12 once  
they grow up too fast  
he remembered the dry-cleaning  
he still makes you laugh  
you're not a poet