Subject: “Become a HeroX hero!”

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| Dear [First name],  [Some call to action] Join the other members of our platform and work on the newest challenges on our site  Here are some of our HeroX heroes   |  |  |  | | --- | --- | --- | | 19.jpg | 47.jpg | 90.jpg | | Steven is [Steven’s bio] | John is [john’s bio] | Melissa is [Melissa’s bio] |   Enter one of our new challenges on the site:   * Challenge “X” ($3,000) * Challenge “Y” ($120,000) * Challenge “Z” ($11,000) |