

**To:** DJ Simmons <djsimmons@charlotteobserver.com>

**From:** Bethany Collins <bcollins@charlottebobcats.com>

**Subject:** Exclusive Pitch: Charlotte Bobcats "Home Runs For Homes" Charity Program

Dear DJ,

I appreciate your continued coverage of the homeless crisis in Charlotte and how you write empathetically about the homeless community. I would like you to consider a story about Charlotte Bobcats' initiative to end homelessness for families in need.

According to the [Charlotte-Mecklenburg housing data snapshot](#), Charlotte currently has 250 families facing homelessness. Homelessness is an epidemic in our city that we as a community cannot stand by and ignore.

The Charlotte Bobcats baseball team will launch a charity program titled "Home Runs For Homes" in three weeks. This charity program will be funded by donating a portion of our revenue from our home games and crowdfunding from our fans. Every time a home run is hit, we will build a house for a family in need. I've included a [news release](#) and [fact sheet](#) in case you would like to write an article about it while highlighting the severe need for help with the homelessness crisis in Charlotte.

You are the only newspaper I am approaching with this story due to our relationship and your recent work on the homelessness crisis in Charlotte.

Please let me know if you are interested in writing this exclusive story by Monday, Feb. 27. I would be happy to arrange interviews for additional information and content. I can be reached at 919-777-7777.

Sincerely,

Bethany

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