

(Staff writer for MUNCHIES)

Subject: Staying Out of Jail, One Brownie at a Time

Dear Mr. Swerdloff,

I noticed that the last few articles you wrote all focus on the combination of food and some type of controversy and/or politics. I particularly enjoyed two of your recent pieces entitled: "Immigration Detainees in California Were Given Rancid Meat While in Custody" and "Meals on Wheels Sees 500 Percent Donation Increase Since Trump Announced Budget Cuts." Because of your interest in food and hard news, I have a story that will interest you.

Ben & Jerry's and their partner organization, Greyston Bakery (who take pride in hiring those who are employment challenged) are hosting a job fair to help those in need find jobs. The job fair will not only have representatives from participating companies, but will also have workshops that will help partakers become interview-ready. This event will take place on Tuesday June 6th, 2017 at the Hilton Hotel (1335 6th Ave, New York, NY 10019) at 4PM.

Studies have shown that ex-offenders are less likely to find themselves back in prison if they are able to find a job after their release. However, because of their criminal background, 75% of ex-offenders say that it is difficult to become employed.

Our spokesperson, Mike Brady, is the current CEO and President of Greyston Bakery. Mike is a regularly featured speaker and mentor on social entrepreneurship and mindfulness in business, having presented at Ted @ Unilever, CGI America, the Ashoka Future Forum, Harvard, Yale, Columbia, Wharton and Brown.

We would love to set up an interview between you and Mike to discuss the event at your earliest convenience. He would be happy to have the interview over lunch at X20 Xavier's on the Hudson (71 Water Grant St, Yonkers, NY 10701).

Thank you for your time and consideration. I look forward to speaking with you soon.

Sincerely,

Kirsten James

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(Writer for Huffington Post)

Subject: Santa Bakes Brownies Part Time

Dear Ms. Ferguson,

After reviewing your work, I noticed that many of pieces revolve around inspirational stories. One in particular that caught my attention was your article entitled, "67,000 Virginia Ex-Felons Just Got Their Voting Rights Back. This Man Wants To Make Sure They Keep Them." A client of mine, Greyston Bakery, is hosting an event, and I believe the cause behind it will interest you.

Greyston is bringing their employees and passion to help the Yonkers, NY community together in their first annual "Give- a-Gift" holiday program. The employees at Greyston will be collecting gifts starting in late November for families in need, then on December 22nd, 2017, one of the employees, dressed as Santa Clause, will present the gifts to the families during a brunch at X20 Xavier's on the Hudson (71 Water Grant St, Yonkers, NY 10701) at 12PM.

Greyston Bakery is also located in the town of Yonkers, NY; I would also like to mention that certain areas of struggle with poverty. There are two things that separate Greyston from other bakeries: their open hiring system (anyone, no matter their background, is eligible for employment with them) and the fact that their profits are donated to benefit the Yonkers Community.

Our spokesperson, Mike Brady, is the current CEO and President of Greyston Bakery. Mike recently took responsibility for all Greyston's programs and businesses including Workforce Development, Community Gardens, Housing, Health Services and Early Learning Center.

We would love for you to attend Greyston's "Give-a-Gift" event. Attached you will find a media alert with further information as well as two tickets for you and a guest.

Thank you for your time and consideration. I look forward to speaking with you soon.

Sincerely,

Kirsten James

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(Writer for Teen Vogue)

Subject: Ice Cream, Brownies, and Ex-Offenders

Dear Ms. Hirsh,

I noticed that a few your recent articles are about Ben & Jerry's, including your articles about their new cereal flavors and vegan flavors. Given your history with writing about my client, I am excited to present you with a story that I know will interest you for *Teen Vogue's* November issue on social responsibility.

In effort to promote their flavors that include brownies, all Ben & Jerry's locations will be selling those flavors for \$1 on April 22nd, 2017. As you are probably aware, what sets Ben & Jerry's apart from their competitors is their passion for social responsibility. Keeping this in mind, Ben & Jerry's partnered with Greyston Bakery (a company that hires those who are employment challenged including ex-offenders, recovering drug addicts, or the homeless) to make the brownies in their ice cream. In fact, the brownie in Chocolate Fudge Brownie has allowed 2,000 people to find work that may have otherwise never gotten a job. And those 2,000 people over time have put \$15 million back into the struggling economy of southwest Yonkers, NY.

Our spokesperson, Jostein Solheim has been the Chief Executive Officer and Vice President of Global Brand Development of Ben & Jerry's since April 1st, 2010. Jostein has 15 years of experience in five countries for Unilever, Ben & Jerry's parent company and is the chairperson of many Ben & Jerry's social missions.

We would love to set up a phone interview between you and Jostein to discuss the event at your earliest convenience.

Thank you for your time and consideration. I look forward to speaking with you soon.

Sincerely,

Kirsten James

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