

## J352: Email Pitch

To: [mark.morical@bendbulletin.com](mailto:mark.morical@bendbulletin.com)

Subject: 46<sup>th</sup> SELCO Pole Pedal Paddle: A mixture of athletic prowess and Central Oregon spirit

From: Reece Judish, Communications Director, SELCO Community Credit Union

Hello Mark,

The 2024 SELCO Pole Pedal Paddle on May 18 is right around the corner, and your deep-rooted understanding of outdoor recreation in Bend really stands out. I have reviewed your past articles on the 2023 PPP, and more recently, your work on the Bend Beer Chase. I think you would be interested in covering this upcoming race as we focus on athletes competing solo, and the new scenic running segment.

As you may know, the PPP is the largest fundraiser for the Mt. Bachelor Sports Education Foundation, and we are excited to engage in this fun and competitive race with new community initiatives this year that help underscore SELCO's commitment to a vibrant outdoor lifestyle. This event will offer your readers a unique opportunity to hear from all types of athletes as they highlight their racing experiences.

If you are interested, I can schedule an interview with our event coordinator, and if you decide to cover the race, you will receive a press pass.

Please call or email me at your earliest convenience. I look forward to hopefully collaborating with you on the 46th PPP.

Take care,

Reece Judish

Communications Director, SELCO Community Credit Union

[reece.judish@selco.org](mailto:reece.judish@selco.org)

1 (541) 668-3069

To: [blake.mayfield@ktvz.com](mailto:blake.mayfield@ktvz.com)

Subject: A Unique Story Opportunity at the 46<sup>th</sup> SELCO Pole Pedal Paddle

From: Reece Judish, Communications Director, SELCO Community Credit Union

Hi Blake,

I have tuned in to a few of your recent podcast episodes on the sporting dynamic here in the United States. Your ability to tell an athlete's story is very compelling. Given this, the upcoming 2024 SELCO Pole Pedal Paddle on May 18th presents a distinct opportunity to cover community support of local athletes and others from out of town. It is also the largest fundraiser for the Mt. Bachelor Sports Education Foundation.

As you may know, individuals in the PPP can participate in teams or solo. This year, we want to spotlight athletes who decide to compete in this event by themselves. Over the past two years, solo competitors have notched placements as high as second but have never finished first. I thought you might be interested in capturing these individual's stories or even recording parts of your podcast live at the event where you sit down and talk to different teams. This will bring the atmosphere and competitive nature of the PPP directly to your listeners.

If this is something you are interested in, I will arrange interviews with some of the key participants and teams.

Hope to hear from you soon!

Best regards,

Reece Judish

Communications Director, SELCO Community Credit Union

[reece.judish@selco.org](mailto:reece.judish@selco.org)

1 (541) 668-3069

To: [noah.chast@ktvz.com](mailto:noah.chast@ktvz.com)

Subject: Live Coverage Opportunity: 46<sup>th</sup> SELCO Pole Pedal Paddle Fuels Excitement in Bend's Community

From: Reece Judish, Communications Director, SELCO Community Credit Union

Hi Noah,

I enjoyed your award-winning coverage of local sports and the impact they have had on our community. I was particularly interested by your recent broadcast of the professional athletes from Bend with Cam McCormick and Luke Musgrave. Since you have covered this event in the past, the SELCO Pole Pedal Paddle on May 18 would be exciting to broadcast as we focus on solo athletes and new scenic running segment.

As you may know, the PPP covers a diverse range of outdoor sports that define Central Oregon: alpine/nordic ski, bike, run/sprint and paddle. This year, SELCO aims to support local economic growth and promote an active lifestyle here in Bend with more than 3,000 participants from around the Pacific Northwest and beyond. It is also the largest fundraiser for the Mt. Bachelor Sports Education Foundation. It would be fantastic to see KTVZ provide live coverage and offer your viewers a front-row seat to the excitement and community spirit that defines this event.

If you are interested, I am glad to arrange access for you and your media crew to broadcast and cover this exciting event that is now in its 46<sup>th</sup> year.

Please contact me at your earliest convenience. I look forward to seeing your coverage of this day!

Talk soon,

Reece Judish

Communications Director, SELCO Community Credit Union

[reece.judish@selco.org](mailto:reece.judish@selco.org)

1 (541) 668-3069