

To: jrichar7@uoregon.edu
From: shelmuth@uoregon.edu
Subject: Story Idea

Hi Jen,

I have an interesting story idea for you about a non-profit for 3rd-5th grade girls. Over the past year, girls in several Eugene elementary schools have been working hard in the Girls on the Run program. Girls on the Run seeks to teach young girls both physical and mental health skills that will be absolutely crucial for the rest of their lives. They recently marked the end of their 2023-24 program with their annual 5k race for the girls.

We all know how much kids are struggling with social and emotional health so much post-COVID. The past few years have been so hard for these kiddos with quarantining and online schools. This program teaches them those life skills they might have missed out on. It is especially important for girls, as 3rd-5th grade is where some common self-esteem issues start to pop up.

I've noticed that you've covered other beneficial extracurricular activities for elementary students, like the Boys and Girls Club. Girls on the Run has gone above and beyond to provide opportunities for girls in the Willamette Valley who might otherwise miss out on these life lessons and a space to be themselves.

To help with your reporting, I have attached a press release along with a digital media kit that contains b-roll, photographs, and soundbites from the 5k. There is a great interview with some adorable little girls who had just completed the race.

Thank you so much. Let me know if you need anything else for your coverage!

Best,
Sydney Helmuth, She/Her
shelmuth@uoregon.edu
623-200-1757

Press Release: [!\[\]\(17413706fd4997a1a4bdf85c6864eee1_img.jpg\) Helmuth J352 GOTR Press Release](#)

Digital Media Kit: [!\[\]\(faf942dc3e59ce8eb64b4ac481eca7e0_img.jpg\) Digital Media Kit](#)