

Subject Line: 60+ gym class inspires Flagstaff 🧑🏻‍🦵

Dear Mr. Hernandez,

Hello there! My name is Connor Emery and I am living in the Flagstaff community. I am writing to you for a story pitch idea for the New Roots Fitness Co. that has made a huge difference on older adults.

New Roots is a local gym in Flagstaff that opened in 2008 and offers multiple classes in which I work there as well. The story I am wanting 12News Arizona to talk about is the GPP+ (General Physical Preparedness Plus) class that will grab the viewer's attention.

It is a class for people 60 and up as they try to stay in shape when they get older. The class has grown significantly and there has been satisfaction among senior citizens when it comes to health and mobility. Members support each other both in and out of class. It's truly become a social and emotional anchor for many of Flagstaff's seniors.

In the company's mission statement it says, "This is more than a gym; this is an inclusive community that celebrates each other's victories." There are no other gyms in Flagstaff or Arizona really that offer this type of class which makes it unique and special.

We would love for 12News to come out and get a couple interviews for this story. One of the founders of the company, Jesse Coddington, would be more than happy to talk with you as well.

Please reach out at my email or my phone number at the bottom if you have any questions or to set something up. Thank you for taking the time to read this email and hope to hear from you soon.

Sincerely,

Connor Emery

123-456-7890