

To: Lauren Harksen, Fox 6 WBRC

From: Mia Holt, Director of Outreach and Content Creation Next Wave PR

Subject: Nonprofit organization operations and mission

Hello Ms. Harksen, I hope you are doing well. Your work covering Habitat for Humanity's work in Clanton, Alabama was truly moving and covered very well. I have observed some of your other stories surrounding nonprofits and community initiatives, and believe that I have a potential story which fits a recurring theme in your work.

Curt's Closet is 501(c)(3) nonprofit organization dedicated to providing clothing to individuals aged 19 or younger belonging to low-income and struggling families in the community of Cullman, Alabama. In addition to serving children, Curt's Closet also serves foster families, families that have had a recent house fire, sickness in the family, military families, and many more situations.

Ashley Wilson founded Curt's Closet after her son, Curtis James Wilson, passed suddenly in 2017 from a head-on collision at only 15 years old. Determined to keep his legacy and memory alive, Ashley turned this tragic accident into an opportunity to give back to the community Curt loved.

Held in a facility in Cullman, Alabama, Curt's Closet is a boutique feel shop, where families in need can come 'shop' for basic clothing and necessities, all for free. All clothing and items accepted are only new or gently used, as Curt's Closet believes that equipping children and teens with new or gently used items allows them to experience a new confidence, gain a sense of self-worth, and see their endless potential in God, so they may accomplish anything in life. For each visit, children and teens can 'shop' for up to ten shirts, six pairs of socks, six pairs of underwear, shoes, and backpacks.

Curt's Closet serves over 2,500 individuals every year, and in 2024 alone had 3,202 client visits. Ever since its inception, Curt's Closet has only grown with support from the community, but it still has a hard time solidifying its presence in Cullman, Alabama.

I can arrange for you to meet and interview Ashley Wilson, Founder and Executive Director, at your earliest convenience. This would be a great opportunity to witness the operations of Curt's Closet, and to amplify its mission of giving back and taking care of local communities. At the moment, Curt's Closet is in the midst of a donation drive and also preparing for its annual fundraiser, Clothed in Cullman.

If there is any more information you need before covering this story, please do not hesitate to reach out. I will follow up on Monday to ensure that you have all the information needed.

Thank you for your time,

Mia Holt, Director of Outreach and Content Creation Next Wave PR  
256-810-6900  
[mgholt@uab.edu](mailto:mgholt@uab.edu)