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Nov. 1, 2021

Ms. Jessica Banov  
Features Editor, *The Herald-Sun*  
421 Fayetteville St., Suite 104  
Raleigh, NC 27601  
jbanov@newsobserver.com

Dear Ms. Banov:

Without Keep Durham Beautiful's Big Sweep event, there would be nearly 180,000 more pounds of litter lying around Durham.

Since 2005, KDB has gathered over 6,000 people for their annual Big Sweep event. I was perplexed and intrigued when I first heard that so many people were willing and eager to surround themselves with trash annually. It wasn't until I met with KDB Executive Director [Tania Dautlick](#) that I saw how she could rally Durham locals to take responsibility for their environment.

**I am writing to suggest a feature in anticipation of Big Sweep 2021.** In the wake of COVID-19, KDB found that people are looking for more opportunities to get into nature and give back to their environment. I believe that Big Sweep is the perfect way to do so.

Seeing that you have [previously written](#) about the success of Creek Week in 2017, I thought this article would be a perfect way to update Durham residents on a similar campaign coming up. The article could be entitled "Big Sweep 2021 Set To Be KDB's Most Successful Event to Date."

I could write an 800-1,200-word piece with background information from Ms. Dautlick, along with statements from volunteers and support from city officials, like Mayor Steve Schewel. Having written [media kit pieces](#) for KDB previously, I have photos from prior events, quotes from volunteers and compelling infographics depicting the event's annual results.

I could also focus on the aftermath of the event and the resulting success if you would prefer. Would you be more interested in a piece about why it's important to [leave your leaves](#) on the ground, or maybe KDB's environmental [adoption program](#)? I have plenty of information on each of them, and I am eager to begin reporting on your preference. Thank you for your consideration, and I look forward to hearing from you soon.

Sincerely,  
Natalie McAleer  
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