MEDIA RELATIONS

Two media pitches

Yaaqov Lamb

Pitch 1: First Hello launch

Sent to a reporter on an education, youth or health desk. It pairs with the launch press release in the First Hello launch kit.

To	Maya Levi, Health and Education Reporter, The Times of Israel
Subject	**1 in 5 Israeli teens reports PTSD symptoms. A Holon nonprofit's 72-hour answer**

Hi Maya,

Your piece "Asking for Help: Israeli Teens After Three Years of War" ended on what happens once a teen finally speaks up. I'm one of the people building an answer to that.

It's personal. When my younger cousin was 15, she told me she was struggling. It took us three weeks to find someone who could see her, and I kept thinking that saying it out loud was the hard part, and then she had to wait.

A Bar-Ilan University study of 7,424 students found that more than one in five in grades 7–12 report symptoms of post-traumatic stress. Clalit says child and adolescent psychiatric emergency visits in the war's third year ran 121% above the pre-war level (visits, not patients).

First Hello launches in Holon on Thursday, March 4, 2027, with one promise: a teen who reaches out hears back within 72 hours. It starts as an anonymous WhatsApp chat, not a phone call, then hands off to trained volunteer mentors and professional partners. The pilot aims to reach 500 teens through 10 Holon schools.

I can connect you with the founders and send the sources for every figure. No minors will be photographed or named, and every First Hello material carries the ERAN helpline, 1201.

Could we talk for 15 minutes on Monday, February 22?

Thank you,
Yaaqov Lamb | First Hello | yaaqovlamb@gmail.com

Why it opens this way. *It answers a question the reporter already asked in print, and puts a person before any number. The 500 teens and 10 schools are goals, so the pitch says "aims to."*

Pitch 2: Nefesh B'Nefesh group flight

To	Ruth Adler, Jewish Life Reporter, The Jerusalem Post
Subject	**25 young women, one flight: lone Bnot Sherut land at Ben Gurion May 20**

Hi Ruth,

After your piece "Lone Soldiers and the People Who Wait for Them," I thought you'd want to see another side of that story. On Tuesday, May 20, 25 young women, most of them recent high school graduates, land in Israel to volunteer alone as Bnot Sherut.

One of them is Leah Goldberg, 19, from Toronto. She says she has felt a calling to make Aliyah since October 7th, and she is leaving her family behind to serve in hospitals, organizations and government offices.

They arrive on a Nefesh B'Nefesh group flight of 60 new olim from across the U.S. and Canada, through our Ori program, which gives them a community and support system. Nefesh B'Nefesh co-founder Rabbi Yehoshua Fass flies with them from New York, and Minister of Aliyah and Integration Ofir Sofer will greet them on arrival.

What I can offer:
- Interviews with Rabbi Fass and, with their permission, some of the Bnot Sherut
- Photos and video from the arrival the same day, if you can't send anyone
- Arrival details: Tuesday, May 20, about 7:30 am, Ben Gurion Airport, Terminal 3

If you'd like to cover it in person, could you let me know by Thursday, May 15 so I can confirm access? If a reporter can't be there, I'm happy to set up a phone interview beforehand.

Best,
Yaaqov Lamb
Nefesh B'Nefesh
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Why it opens this way. *It starts from the piece the reporter already wrote and from one person, Leah, then gives the desk a clear menu and two ways to say yes.*

The reporters, their articles, Leah Goldberg and the cousin story are illustrative. The outlets are real.