



Media Kit

Kelsey Reed
PR Writing



Emerald Hotel

101 Emerald Drive, Seattle, WA 98101

www.emeraldhotel.com ▪ 206-EMERALD

Contact:

Kelsey Reed, Director of Public Relations

206-562-8356, kelseyreed@emeraldhotel.com

For Immediate Release



Steven Jacobs, CEO of the Emerald Hotel, and his wife, Tiffany Jacobs, personally serves food to some of Seattle's homeless individuals at Mary's Place Shelter on Dec. 12, 2016. They are donating food from the hotel restaurant to feed families in need.

EMERALD HOTEL CEO CONTINUES HIS FIGHT AGAINST POVERTY

SEATTLE (Dec.13, 2016)– The CEO of the Emerald Hotel is taking his first step towards ending poverty in the Seattle area by donating and serving food at Mary's Place Shelter on Dec. 12, 2016.

After a long day of work on Monday, Dec. 12, 2016, Steven Jacobs and his wife Tiffany Jacobs wanted to take their first step towards making a difference for homeless families in their area. They went into the hotel kitchen and collected all of the leftover food from that day, put it into their van and drove to the homeless shelter.

-MORE-

"Mr. Jacobs didn't want anything for himself," said Marty Hartman, Executive Director of Mary's Place. "It was so selfless. He wasn't trying to promote his hotel; I could tell he genuinely wanted to give back to his community."

Mr. Jacobs donated enough food to feed 45 individual families on just that night. He wanted to be there personally to serve the food so that he could see his contributions make a difference first hand. When he told his wife his idea, she was so inspired she made changes in her schedule to attend and volunteer by his side.

"There is nothing better than seeing your generosity and contributions make a difference in a family's life," Steven Jacobs said. "The look in the children's eyes as I was giving them their first full meal of the day is something that you can not get by doing anything else."

Mary's Place Seattle Shelter applauds Steven and Tiffany Jacobs for their selfless volunteer work on that cold, snowy night.

The Emerald Hotel, which was founded in 2016, is proud to have become Seattle's largest, most affordable upper-class hotel. Through the company's mission, vision, and values the brand as a whole is committed to ending poverty, and improving issues in the city through every sale, every day.

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Fact Sheet



About Us:

Founded in 2016, The Emerald Hotel is proud to be Seattle's largest, most affordable luxury hotel. Not only do we strive to succeed in the hospitality industry, The Emerald Hotel dedicates itself to supporting and empowering their local community.

Vision:

Our vision is to create the kind of atmosphere that will bring every guest we have together through their experiences during their stay, while serving as a stepping stone for an overall positive change in Seattle.

Mission:

We aim to succeed in the hospitality industry by engaging our guests with memorable experiences, empowering our employees, and positively impacting our local communities through our everchanging charitable work.

Values:

EXCELLENCE

We strive to deliver an excellent experience, overall, for every guest-- every time.

MEMORABLE

We want every guest to remember their vacation, contribution, and overall time with us.

ETHICAL

We want to operate ethically in all that we do.

RESPECT

We want our guests and employees to feel respected at all times.

AWARENESS

We will stay consistently aware of all social and political current events to continue to make a change.

LOYALTY

We strive to be loyal to all of our guests, employees, and communities at all times, in any situation.

DIVERSITY

We promote diversity in our company as well as in the community.

Emerald Hotel
101 Emerald Drive
Seattle, WA 98101



Services

- Room Service
- Laundry Facilities
- Heated Pool
- On-Site Spa
- On-Site Restaurant/Bar
- Complimentary Drink Hour Daily
- Pets Welcomed
- Daycare Services
- Complimentary MTO Breakfast
- 24/7 Coffee Bar
- Free WiFi
- 24/7 Desk Services
- Concierge Services
- Free Valet Parking
- Free Shuttle Services

Rooms

- 100% Non-Smoking
- Bath Amenities
- 50 in. flat screen TV
- Mini Bar
- Balconies
- Netflix on all TV's

Near Us

- Convenient downtown location
- Next to the shopping district
- Seattle Art Museum
- Pike Place Market

For reservations or questions:
206-EMERALD
(206-363-7253)
www.emeraldhotel.com



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Camp Out For A Cause

Camp out in a different type of way

SEATTLE (Sept. 15, 2017)–Camp outside of The Emerald Hotel overnight to support homeless awareness in a fun, exciting way.

Who: The Emerald Hotel and Seattle Coalition on Homelessness

What: “Helping Hands for the Homeless” Event

Where: 101 Emerald Drive, Seattle, WA 98101

When: 8:30 p.m., Nov. 11, 2017 – 9 a.m., Nov. 12, 2017

Why: The Emerald Hotel is sponsoring an event to raise awareness of homelessness in Seattle. During the event participants will work in groups of four to six people to construct a shelter that all teammates will sleep in for that evening. The event will cost each team \$20 with all proceeds going to the Seattle Coalition on Homelessness. The event will be very interactive and will include, but not limited to:

- All food and drinks during the event
- Raffle baskets and prizes
- DJ and live entertainment

“This is our most exciting and generous event,” said Martha Rose, Executive Director of the Seattle Coalition on Homelessness. “We are truly thankful for The Emerald Hotel for sponsoring this event.”

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Emerald Hotel

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Local Hotel Takes Five Families Off Of The Streets

Dear Mrs. Grace,

Are you aware that Seattle has a homeless population that is the No. 3 highest out of all cities in the United States? Families with children make up 30 percent of Seattle's homeless population.

The Emerald Hotel in downtown Seattle is effectively working towards their long-term goal of removing all families off of the streets and placing them into homes. Through their events such as "Camp Out with a Cause" and "Potluck to End Poverty", The Emerald Hotel has raised enough money, along with their own generous contributions, to place five homeless Seattle families into their own houses in the past two months.

The hotel has also found employment for 438 homeless adults. Their contributions and continued devotion to ending poverty in Seattle should not go unnoticed.

Your listeners are sure to find inspiration through all of the work The Emerald Hotel CEO and employees are doing. Reporting this huge contribution could bring in more donations to take more families off of the streets. I would be happy to arrange interviews with Steven Jacobs, The Emerald Hotel CEO, and members of the families his hotel's initiative has impacted. I've attached a schedule of future events to be aware of the hotel's agenda in continuing the fight against poverty.

If I could be of any further assistance, or if you need more information regarding The Emerald Hotel's plan of action, my contact information appears below

Sincerely,

Kelsey Reed

The Emerald Hotel--Director of Public Relations
206-562-8356, kelseyreed@emeraldhotel.com



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Contact:

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kelseyreed@emeraldhotel.com

For Immediate Release



Hundreds of people gather at The Emerald Hotel on Wednesday, Dec. 14, 2017 to hear Ted Williams, known as "The Man With The Golden Voice", tell his story. He encourages all homeless individuals to take a stand in their own life, and to never stop trying.

HOMELESS TO HERO

Former sportscaster shows how second chances do come around

SEATTLE (Dec. 15, 2016)– Even the worst possible situation can be overcome by a second chance.

-more-

Over 5 years ago, Ted Williams ended up on the streets of Ohio, suffering from drug and alcohol addiction. Going in and out of rehabilitation facilities, Williams lost his career, home, and family.

"I didn't have any desire to quit using," Williams said. "It wasn't until I was standing on a street corner, begging for money, that I realized everything I had given up."

Once he had been discovered on a street corner in Columbus, my life changed from there. He was given a second chance to get his life back on track and he did everything that he could to make that happen.

"I was discovered again for my voice and once the video of me went viral, I was immediately offered several jobs," Williams said. "I had gotten a career back and a home back."

Since being given a second chance at life, Williams has made it his life mission to support the end of poverty in major cities around the world. He has started many charities and donates a lot of the money he makes now to support getting families and addicts, like him, off of the streets and into homes.

"I just want to make a difference," Williams said. "I want to give as many people the second chance that I was given. Everyone out there that can donate and volunteer their time to help the homeless with The Emerald Hotel, I encourage to do so. It doesn't matter why they are out on the streets, everyone deserves the chance to have a home again."

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END CHILD POVERTY NOW.

WWW.emeraldhotel.com/helpthehomeless

THEY ARE

KIDS.

THEY ARE

MINORITIES.

THEY ARE

HOMELESS.

SHE IS

COLD

SHE IS

HUNGRY

SHE IS

HOMELESS



END CHILD POVERTY NOW.

WWW.EMERALDHOTEL.COM/HELPTHEHOMELESS



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Helping Hands for the Homeless

Issues:

Seattle has the 3rd largest homeless population in the U.S. With over 10,122 individuals homeless, roughly 30 percent of those individuals are families with children. Most individuals are not well informed on extreme poverty within the U.S.

Brief Overview of Organization:

The Emerald Hotel, which was founded in 2015, is proud to have become Seattle's largest and most affordable luxury hotel. Through the company's mission, vision, and values the brand as a whole is committed to ending poverty, and improving issues in the city through every sale, every day. The 10-floor hotel offers 478 guest rooms and 22 suites. With an on-site spa, heated pool, free complimentary breakfast from our on-site restaurant, fully stocked guest rooms, and many other amenities we guarantee our guests will stay satisfied.

Campaign Summary:

The Emerald Hotel will partner with the Seattle Coalition of Homelessness to create an interactive event "*Helping Hands for the Homeless*". The event will kick off the National Homeless Awareness Week and will be used to educate the public on poverty in the city of Seattle. The event will be themed to exemplify a real life experience of spending a night without a home. The event will have informative, interactive workshops, as well as fun activities to keep the attendees engaged. It will be an engaging experience to raise awareness of the amount of poverty in Seattle and will serve as a way to donate and support the partnered organization's efforts against the issue.

Measurable Objectives:

Throughout this campaign, The Emerald Hotel will work to bring recognition to their brand by showing how much they support their local community and care about the issues that affect them. The Emerald Hotel wants their brand to be viewed as more than a thriving hotel in Seattle.

- Generate an increase in awareness for poverty and homelessness in Seattle by 80 percent among the general public in the local and surrounding areas by Nov. 18, 2017.
- Generate a decrease in negative attitudes regarding all homeless individuals by 65 percent among the general public by Nov. 18, 2017.
- Generate an increase in hotel sales, to support the end of poverty, by 40 percent among the general public by Nov. 18, 2017.

Primary Messages:

- Helping Hands for the Homeless
 - This message was created to promote the entire campaign. This message is effective because The Emerald Hotel wants their target publics, as well as the general public, to know that by participating in this event they are extending a helping hand to a homeless person in need.
- Everyone deserves a second chance
 - This message was created to entice the public to participate in their event because everyone messes up, but that does not mean they do not deserve a second chance. This message was created to emphasize our objective of generating a decrease in the negative image of homeless individuals.
- Stay at The Emerald Hotel to receive a luxurious experience while making a change
 - This message was created for our public's to understand that by staying at The Emerald Hotel not only are they receiving an exceptional hotel experience, but they are also making a change. The Emerald Hotel donates 10 percent of all of their hotel sales each day to organizations for the fight against poverty.

Target Publics:

The Emerald Hotel has a long list of publics that they want to reach with this campaign. This is mainly because this is an important issue that everyone should be aware of. These publics include:

- U.S. Interagency Council on Homelessness
- Seattle Local Media
 - Radio
 - TV News Outlets
 - Newspapers
- Donors
- Past Guests
- Future Guests
- Surrounding Area Media
- Homeless Shelters
- Families
- Seattle Residents
- Local Nonprofit Organizations
- Businessmen and Women
- Travel Agencies

Tactics:

■ Press Releases:

A press release will be distributed immediately following the beginning of the campaign to radio stations, newspaper outlets, and TV news outlets in the throughout the state of Washington and additionally to National news outlets. Press releases will be a crucial part in the media relations plan.

- State of Washington
 - Radio Stations
 - KBKW
 - KBSN
 - KEDO
 - KFAE-FM
 - KKOL

- KOMO
 - TV News Outlets
 - KOMO 4 (ABC)
 - KING 5 (NBC)
 - KIRO 7 (CBS)
 - KCBQ 13 (FOX)
 - Newspaper Outlets
 - The Seattle Times
 - The Seattle Intelligencer
 - The Seattle Daily Journal of Commerce
 - The Seattle Weekly
- National News
 - Newspaper Outlets
 - The New York Times
 - USA Today
 - The Washington Times
 - The Washington Post
 - The Wall Street Journal
 - TV News Outlets
 - ABC
 - NBC
 - CBS

Pitch Letters:

Pitch Letters will be sent three weeks before the big event to ensure a member of each media outlet is at the event to report about it.

Advisories:

Advisories will be sent out three months, in September, before the event to ensure that the public has enough time to understand the event, plan to attend, and form their teams.

Blog Posts:

We will post on our blog weekly to promote the event and in further detail explain new updates as they come along.

Social Media:

We will have a variety of social media platforms to use to promote our event. The platforms we will mainly use for the campaign to reach our target publics the best will be Facebook (The Emerald Hotel) and Twitter (@TheEmeraldHotel).

- 3 months before the event
 - Facebook: A "Facebook Event" will be created for the event as soon as the advisories are sent out to the media outlets and will be shared to the general public
 - Twitter: Tweets will be sent out giving information regarding the event and there will be a daily fact about homelessness in the U.S.
- 2 months before the event
 - Facebook: Each day there will be a story shared of individuals that have beat homelessness and are now successful "Successful Spotlight"
 - Twitter: Weekly contests to win admission to participate in the event paid for by The Emerald Hotel will begin to be tweeted
 - Participants must retweet and tweet about the event, tagging @TheEmeraldHotel, to be entered to win
- 1 month before the event
 - Facebook: Continuing the "Successful Spotlight" and updating information regarding the event on the event page
 - Twitter: @TheEmeraldHotel will begin to give away "Free Stay for Two" packages to randomly selected individuals
 - Must tag us in each tweet inviting Twitter Followers to attend the event
- Day of the Event
 - Facebook: Release to the public "The first 3 groups to have their entire shelter built will win a \$100 VISA gift card"
 - Twitter: Tweet every hour about the event, encouraging on-site registration
 - Twitter: Release to the public "The first 3 groups to have their entire shelter built will win a \$100 VISA gift card"
- After Event

- Facebook and Twitter: Thank all who came and reveal results of the event, including how much was raised towards ending poverty

Place, Time, and Schedule of an Event:

8:30 p.m.

- Event begins, teams begin to build their "home" for the evening
- DJ begins

9:30 p.m. to 10:00 p.m.

- "Homes" should be built, DJ stops
- Food and drinks buffet will be open
- "Homeless in Seattle" documentary begins to play
- First prize raffle winner will be selected

10:00 p.m. to 11:30 p.m.

- Interactive homelessness workshop begins, led by Special Guest Ted Williams
- Second prize raffle winner will be selected

11:30 p.m. to 2:00 a.m.

- DJ begins again
- "Homelessness" themed games will be played, with prizes
- Third prize raffle winner will be selected

2:00 a.m. to 7:30 a.m.

- Guests will be able to participate in all of the interactive events on their own time, swim in the outdoor heated pool, or sleep in their shelter if they choose

7:30 a.m. to 8:30 a.m.

- Breakfast will be served
- Complimentary mimosa's and bloody mary's to those of age with valid I.D.

■ 9:00 a.m.

- Closing remarks from CEO Steven Jacobs
- Event ends

The event will take place at **The Emerald Hotel** on Nov. 11, 2017 overnight until Nov. 12, 2017. The event will cost \$20 per team with teams of a minimum of five people. With events such as "Homeless statistic trivia", documentary viewings, interactive workshops, special guest Ted Williams, and much more the event is sure to be a hit to demographics of all age, race, or religion.

The Official Emerald Hotel Blog

101 Emerald Drive, Seattle, WA 98101



The Emerald Hotel Adds **On-Site** Spa

October 7, 2016

Written by: Kelsey Reed
Director of Public Relations

The **Emerald Hotel** is proud to announce the **grand opening** of their on-site spa. The spa will be opening on Oct. 16, 2016. After careful planning and many meetings with the head of construction, the spa is officially finished. The spa will offer a variety of amenities to keep our guests satisfied and eager to return.

The new spa will include amenities that are typically found at even the most high-class spa you would go to. In terms of your body treatment there will be enough to keep you more than happy: a sauna, whirlpool, **hydrotherapy**, body scrubs (**organic**), body wraps, and much more. There will be three basic types of massages to keep you relaxed at all times during your stay: **deep tissue**, **stone**, and the classic **Swedish** massage. A full list of spa services can be found **here**.

If you are reading this, then you are familiar with The Emerald Hotel and the way the hotel is run. The Emerald Hotel strives to keep every aspect of their hotel affordable, yet luxurious. The **spa prices** will be the same as the rest of the hotel, AFFORDABLE.

The Emerald Hotel is excited to introduce a new part of our **EmeraldReward** program for all of our regular guests. A limited list of spa services will be *free* as a part of your paid membership with us. All of the "**classic**" **spa services** will be available for your enjoyment at no cost to you. There will be a limit of three free services per stay with us. If you choose to use those all in one day, or spread out, that is completely up to you! Being an EmeraldReward member has always paid off, but now even more!

If you are not already an EmeraldReward member, that's okay, we will be running daily **specials** and packages available to you at any time. The Emerald Hotel recognizes how important relaxation and stress relief is to succeeding, and we will work hard to keep making that happen for you! Don't forget to check back for the next **EmeraldUpdate**.

The Official Emerald Hotel Blog

101 Emerald Drive, Seattle, WA 98101



Ted Williams becomes The Emerald Hotel Spokesperson

October 23, 2016

Written by: Kelsey Reed
Director of Public Relations

Ted Williams struggled through drug and alcohol addiction, being **homeless** for months, and losing everything he had. He had hit rock bottom, thinking he was never going to get a life back. One day his entire life had changed. He was standing on the corner of a busy highway in Columbus, Ohio, like he had done every day for months, holding a sign that read: Hungry and Homeless. A news reporter noticed who he was; He was **the man with the golden voice!**

She stopped, took a video of him speaking, and posted it online. The **video** went viral. Professional sports teams, radio stations, and many people all heard his voice. He was receiving **job offers** left and right. It was at this point that Ted Williams had a realization: He was getting a second chance.

He then worked really hard to get clean, checking himself into a **rehabilitation facility**, this time when he checked in—he stayed. Ted Williams got clean and went back into the work that he loved, radio announcing.

When he got this second chance at his life, his career, and his **family** he promised himself that he would spend the rest of his life working towards making an impact on the homeless community.

Williams did just that. He started giving **motivational speeches**, where he would tell his **full story**. He wanted to encourage all of the people that were homeless for the same reason as him that their story was not over, just as his wasn't.

It is all of these reasons that The Emerald Hotel has officially made Ted Williams the spokesperson of their new campaign: **"Helping Hands for the Homeless"**.



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Kelsey Reed, Director of Public Relations
206-562-8356
kelseyreed@emeraldhotel.com

Radio Reader

For Use From Nov. 4–Nov. 11, 2017

Length: 30 seconds

HELPING HANDS FOR THE HOMELESS

THE EMERALD HOTEL TO HOST AN EVENT TO FIGHT AGAINST POVERTY

DID YOU EVER KNOW THAT SEATTLE HAS THE THIRD LARGEST HOMELESS POPULATION OF ANY CITY IN THE UNITED STATES? A LOCAL HOTEL IS TAKING STEPS TO CHANGE THAT AND HELP TAKE FAMILIES AND CHILDREN OFF OF THE STREETS OF SEATTLE.

THE EMERALD HOTEL WILL PARTNER WITH THE SEATTLE COALITION OF HOMELESSNESS TO HOST AN EVENT WHERE TEAMS OF AT LEAST FIVE PEOPLE USE CARDBOARD TO BUILD A SHELTER FOR THE NIGHT. THE EVENT WILL HAVE MUSIC, FOOD, SPECIAL GUESTS, AND INTERACTIVE FUN TO RAISE AWARENESS.

THE EVENT WILL BE LOCATED AT THE EMERALD HOTEL FROM NOVEMBER ELEVENTH STARTING AT EIGHT THIRTY P.M. AND WILL GO UNTIL THE FOLLOWING MORNING NOVEMBER TWELTH AT NINE A.M. AFTER BREAKFAST AND COMPLIMENTARY DRINKS. COME OUT AND EXTEND YOUR HELPING HANDS FOR THE HOMELESS.

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The Emerald Hotel recognizes the importance of the Public Relations Society of America (PRSA) Code of Ethics and incorporates those six values into their everyday actions, decisions, and overall company standards. We take pride in handling every situation The Emerald Way.

Advocacy:

The Emerald Hotel is a true advocate towards the fight to end poverty in the Seattle area and will keep it their overall goal to make an impact on the homeless population. They will support any and all organizations that share the same overall mission.

Honesty:

The Emerald Hotel practices open and honest standards in everything we do. We promise to be honest when communicating with our stakeholders, guests, and employees regarding any business that may need attention.

Independence:

The Emerald Hotel promises to take responsibility for any situation that may arise. We believe that the guests and stakeholders are always right: *That's the Emerald Way.*

Expertise:

The Emerald Hotel understands the way a company should be run, and we do the best we can to ensure that we follow the required guidelines towards advancing our business in every possible way.

Loyalty:

The Emerald Hotel will be faithful and loyal to our partners, stakeholders, employees and guests. We believe in devoting ourselves to our mission, vision, and values to ensure we are the most trusted company in the hospitality industry.

Fairness:

The Emerald Hotel believes in equal rights for all individuals regardless of race, gender, or religion. We promise to be fair to our employees, stakeholders, and guests at all times in any given situation.



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