

**From:** Erica Molesworth [erica@ericamolesworth.com](mailto:erica@ericamolesworth.com)  
**Subject:** Alhambra Crunch project  
**Date:** September 24, 2016 at 2:33 PM  
**To:** [divina.agellon@crunch.com](mailto:divina.agellon@crunch.com)  
**Bcc:** [lkirby@cca.edu](mailto:lkirby@cca.edu)

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Dear Divina,

My name is Erica Molesworth and I am working with Lynn Kirby on The Alhambra Project. Firstly, I want to apologize for the level of miscommunication so far. We have been in contact with Waylon and people at Crunch corporate, but we had assumed there were internal communications about it as well.

From our end, we are very excited about this project. It has been in the works a long time and is going to be a really fabulous event - both for the Russian Hill community, and for Crunch, as well as for San Francisco and art audiences. As publicist for this project, a key issue is the timing of the event for 7-10pm. This had been accepted by Waylon up to this late stage, and so has been included in all the press releases, flyers, postcards, websites, and facebook/instagram/twitter social media posts, etc. etc. The word is well and truly out and I am really worried that closing early will be a bad look for all concerned.

Again, I apologize that this was not known by all staff but I am wondering if we can come to some kind of compromise on the issue? I think that this event is great publicity for Crunch and I am worried that it will be awkward if visitors arrive between 9 and 10 to find the gym well and truly closed. Perhaps we could keep visitors to a smaller section of the gym after 9 or start to wrap up at 9.30pm instead of 10? We are happy to help facilitate in any way this slightly later closing time, and we think it will be worth it to help make the event as successful as possible. Crunch has such an amazing setting in the old theatre!

Please contact me at any time with questions or concerns via email, or my cell is in the signature below.

Many thanks again for your time and hope to work with you on a solution.

Kind regards,  
Erica.

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