

# Portfolio

## MEDIA RELATIONS



### New England Revolution

Affiliation: *Elevate Communications*

Implore strategic media relations programming to enhance the prominence of the Revs and soccer within the New England professional sports scene.

**271.3M**

Overall Impressions  
in 2019

**22**

Player + Executive  
Interviews in 2019

**↑16%**

Increase in Placements  
between 2018-2019

#### Overview

##### Initiatives

- Hero of the Match
- NEGU Crew
- National Anthem Auditions
- Special Olympics Unified Team
- Papa Gino's Play, Eat, Score
- Childhood Cancer Awareness
- Final Whistle on Hate
- eMLS

##### Programs

- Player + executive PR
- Thought leadership
- Sponsorship initiatives
- Community relations
- Event PR + management

##### Strategy

- Broadcast media tour
- Proactive media relations
- Hyperlocal outreach
- Editorial calendar program
- Calendar + postables listings

#### Secured Coverage

March 2020 *Boston Common Magazine*

Men of Style: Gustavo Bou [LINK](#)

February 6, 2020 *WCVB*

Chronicle: Tour Boston with Matt Turner [LINK](#)

December 12, 2019 *Boston Business Journal*

N.E. Revolution opens \$35M training center [LINK](#)

August 8, 2019 *Eagle Tribune*

Sports in a Minute: Local 'hero' honored at Revs game [LINK](#)

May 16, 2019 *CNN*

Chelsea, New England Revolution team up to blow 'final whistle on hate' [LINK](#)

January 18, 2019 *Boston Globe Magazine*

Most Stylish Bostonians [LINK](#)

September 2018 *Where Traveler Boston*

Boston Soccer: City Highlights With New England Revs Star Kelyn Rowe [LINK](#)

Summer 2017 *Scene Magazine*

New England is Revolutionary on and off the field

May 10, 2016 *GQ.com*

The Real-Life Diet of a Team Nutritionist Who Tells Pro Athletes What to Eat [LINK](#)



PRESS RELEASE

## New England Revolution and Chelsea Football Club Join the March of the Living

*Soccer Clubs to Walk Together in Remembrance of the Holocaust in Poland on May 2, Before Playing in Inaugural Charity Match “Final Whistle on Hate” in Foxborough on May 15*

**London, England & Foxborough, MA (April 18, 2019)** – Chelsea Football Club and the New England Revolution today announced that both teams will take part in the “March of the Living” event in Poland, held annually in remembrance of the Holocaust, on Thursday, May 2. The teams’ participation in the march will be the latest activity in a continuing series of commitments both organizations have made as part of a joint effort between Mr. Abramovich and the Kraft family to harness the power of sport to combat anti-Semitism and discrimination around the world.

The March of the Living is an annual event that brings people from around the world together to explore the history of the Holocaust, with an expected 10,000 people marching from Auschwitz to Birkenau, the largest Nazi concentration camp complex built during World War II.

Last year, Chelsea FC was the first Premier League club to ever send a delegation to the March of the Living. This year, Chelsea FC will be joined by the Revolution, whose participation will represent the first appearance by a U.S. team. Participating from Chelsea will be Director Eugene Tenenbaum, CEO Guy Laurence, former manager Avram Grant, and club ambassador Steve Redgrave. Participants from the Revolution include President Brian Bilello and Club Ambassador Charlie Davies.

“Chelsea is honored to participate in the March of the Living for the second year in a row,” said Chelsea Director Eugene Tenenbaum. “We started this initiative to raise awareness of and tackle anti-Semitism in all its forms more than a year ago and sharing this experience of paying our respects to the millions of Jews who lost their lives in the Holocaust with members of the New England Revolution goes a long way in spreading the message of unity and tolerance.”

“The New England Revolution are honored to join the March of the Living this year to recognize the legacy of those who lost their lives in the Holocaust,” said Revolution President Brian Bilello. “With prejudice and hate crimes on the rise, we feel it’s important to use our voice to help combat discrimination of any kind and we are proud to partner with Chelsea to help promote equality and tolerance.”

The march is designed to contrast starkly with the death marches that occurred towards the end of the war. Since its inception in 1988, more than 260,000 individuals from 52 countries have marched down the same three-kilometer path leading from Auschwitz to Birkenau on Holocaust Remembrance Day (Yom of the Holocaust).

Just days after the march, Chelsea and the Revolution will meet again in Foxborough to compete in the charity match, the “Final Whistle on Hate,” which will be played on Wednesday, May 15. All proceeds will go towards raising funds for projects promoting equality and tolerance. The match’s primary beneficiaries will include the World Jewish Congress, the Tree of Life synagogue, the Anti-Defamation League, and the Holocaust Educational Trust. Representatives from these and other anti-discrimination organizations will be invited to attend the game, while ownership of each team will also donate \$1 million in support of the cause.

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PRESS RELEASE

## **Papa Gino's and the New England Revolution Kick-off "Play, Eat, Score" Contest for Local Youth Soccer Teams**

**Dedham, MA (April 2, 2019)** – Papa Gino's and the New England Revolution are teaming up to host the "Play, Eat, Score" contest for a seventh consecutive year. The contest awards five local New England youth soccer teams each year with an unforgettable experience: a surprise visit from a Revolution player and a Papa Gino's pizza party at their soccer practice, as well as tickets to a Revs home match at Gillette Stadium.

"The Revolution are proud to team up with Papa Gino's once again for the "Play, Eat, Score" contest," said New England Revolution President Brian Bilello. "Papa Gino's is a fantastic supporter and partner of the club, and we are always excited to give some of our young fans a chance to meet and learn from their Revolution heroes while enjoying Papa Gino's pizza."

Teams can be nominated to win "Play, Eat, Score" by completing an entry form here. Coaches, family members, and players are encouraged to enter submissions explaining what sets their teams apart from the rest. Winners will be selected and awarded from April – May 2019.

Last year, the "Play, Eat, Score" program connected Revolution coaches and star players with local youth soccer organizations across the region. New England Revolution Head Coach Brad Friedel, as well as players including Andrew Farrell and Jalil Anibaba attended a practice session of winning teams, helping teach the young players some of the skills and drills that they learned on their path to becoming pros, while also delivering Papa Gino's pizza to the teams.

"Our participation in "Play, Eat, Score" is an opportunity for us to give back to the New England communities that have supported us for so many years," said CMO Deena McKinley. "Creating lasting memories with families and supporting our local youth is simply part of the authentic Papa Gino's experience."

As an integral part of New England and the local community for over half a century, Papa Gino's is committed to continue strengthening our hometown connections through partnerships with local sports teams such as the New England Revolution and community-based programs like the "Play, Eat, Score."

In addition to the surprise visit and Papa Gino's Pizza Party, each winning team receives a prize pack that not only includes great items from both Papa Gino's and the New England Revolution, but also tickets for the winning team to attend an agreed upon, regular season home game at Gillette Stadium.

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PRESS RELEASE

## New England Revolution and Chelsea FC Announce “Final Whistle on Hate” Match for May 15

*Preliminary list of beneficiaries also named ahead of tickets going on sale March 15*

**Foxborough, MA (February 22, 2019)** – The New England Revolution and Chelsea FC will play a charity match for the “Final Whistle on Hate” at Gillette Stadium on Wednesday, May 15. Kicking off at 8:00 p.m. ET, the match will be played against a backdrop of ongoing antisemitism and discrimination around the world with all proceeds from the match being dedicated to initiatives to combat antisemitism and all hate crimes. The initial idea for the match was developed by club owners Roman Abramovich and Robert Kraft in light of a global rise in antisemitic activity. Tickets for the “Final Whistle on Hate” will go on sale to the public on Friday, March 15.

Chelsea and the Revolution have teamed up to highlight the ongoing rise of hate crimes around the world and are working together to harness the power of sport in bringing people together to tackle hate and prejudice in all its forms.

The match’s primary beneficiaries will include the World Jewish Congress, the Tree of Life synagogue, the Anti-Defamation League, and the Holocaust Educational Trust. Representatives from these and other anti-discrimination organizations will be invited to attend the game, while Abramovich and Kraft will also each donate \$1 million in support of the cause, with further initiatives to combat antisemitism to be announced closer to the game.

Fans can purchase tickets to the match, which will take place at Gillette Stadium on Wednesday, May 15, on [Ticketmaster.com](https://Ticketmaster.com), [Revolutionsoccer.net](https://Revolutionsoccer.net), or 1-877-GET-REVS.

Select groups, including Revolution Season Members, will have access to a series of private sales beginning on Monday, March 11. Prices for individual tickets for the match start at \$40. Special discounts on group tickets and multi-game packages are available through Revolutionsoccer.net and 1-877-GET-REVS, with dedicated sections for Chelsea supporters behind one of the goals and behind Chelsea’s bench.

For up-to-the-minute information on the Revolution, visit the team’s official website at [Revolutionsoccer.net](https://Revolutionsoccer.net), or join the conversation and interact with fans on any of the team’s social platforms.

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PRESS RELEASE

## New England Revolution to Host Fourth Annual “Bowl for a Goal” Presented by Arbella Insurance on August 1

*Tickets for the Revolution’s charitable bowling event are now on sale*

**Foxborough, MA (June 20, 2018)** – The New England Revolution Charitable Foundation’s hallmark annual event Bowl for a Goal presented by Arbella Insurance (#BowlforaGoal) – will return for a fourth year on Wednesday, August 1 from 6:00 to 9:00 p.m. ET at Splitsville Luxury Lanes in Patriot Place. Bowl for a Goal provides fans with the opportunity to spend an evening alongside Revolution players, coaches, on-air talent, and local celebrities. All profits from the evening benefit Special Olympics Massachusetts in its mission to provide year-round sports training and competition for individuals with intellectual disabilities. General admission tickets are now on sale for \$35 and can be purchased online [here](#).

“We look forward to reuniting the Revolution family, supporters, partners, and our friends at Special Olympics for another special evening celebrating inclusiveness,” said Revolution President Brian Bilello. “This event has become a cornerstone for the club and we couldn’t ask for better partner than Special Olympics Massachusetts and all of the athletes on our Unified team. We’re also grateful to our partners at Arbella Insurance, as this event has continued to grow over the last four years. We look forward to another successful outing this summer.”

- **WATCH:** The Special Olympics Massachusetts Unified athletes sign their contracts to join the New England Revolution

Emceed by 98.5 The Sports Hub’s Rob ‘Hardy’ Poole, the event will feature a live performance by Massachusetts native and singer/songwriter Ashley Jordan ([ashleyjordanmusic.com](http://ashleyjordanmusic.com)), who won the 2017 Boston Music Award for Country Artist of the Year. Bowl for a Goal will also provide music from complimentary food and drinks, various activities for adults and children, and a silent auction and raffle.

“We are thrilled to be partnering with the Revolution and the Special Olympics of Massachusetts for the fourth consecutive year on Bowl for a Goal,” said Gayle O’Connell, executive vice president and chief marketing officer of the Arbella Insurance Group. “This year is especially meaningful as the Special Olympics celebrates its 50th anniversary. It’s incredible to see firsthand how their work is supporting children and young adults with intellectual disabilities and we’re proud to be able to help this event grow and continue to make an impact.”

The silent auction and raffle feature a diverse collection of exclusive memorabilia, including the following:

- Signed Revolution jerseys from several chart-topping musical acts
- Boston sports memorabilia including signed Revs, Patriots, Red Sox, and Celtics jerseys
- A customized New England Revolution Xbox One with games
- One-of-a-kind experiences including game and concert ticket packages

In each of the last three years, the Revolution raised more than \$60,000 for Special Olympics through Bowl for a Goal. The partnership between two organizations extends far beyond the fundraising events, as they have again teamed up for a summer full of events aimed at promoting an environment of inclusivity and friendly competition through the power of sports.

“Special Olympics is celebrating the 50th anniversary of our movement and it is in no small part because of the support we have received from our partners. The New England Revolution are a prime example of this,” said Mary Beth McMahon, President and CEO of Special Olympics Massachusetts. “They not only host fundraisers like the 2018 Bowl for a Goal presented by Arbella Insurance, but they work to integrate Special Olympics athletes into the culture in Foxboro. Each year a Unified soccer team takes the field at Gillette Stadium as part of the MLS Exchange program, the Revs roll out the red carpet and host a signing day, media/training day with the first team, and create and share digital content for the Unified

team – just like with the first team. With more partners like the New England Revolution, Special Olympics is well on our way to being around for another 50 years!"

The Revolution field a Special Olympics Unified team, which sees athletes with and without intellectual disabilities sign contracts with the club, train with first-team players, and play in a Unified match against the Philadelphia Union's Unified squad. On May 16, the athletes met with Head Coach Brad Friedel, signed their contracts with the club, and received authentic Revolution kits. The Unified match will take place at Gillette Stadium on August 11, following an MLS matchup between the Revolution and Union.

For up-to-the-minute information on the Revolution, visit the team's official web site at [revolutionsoccer.net](http://revolutionsoccer.net), or join the conversation and interact with fans on any of the team's social platforms.

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PRESS RELEASE

## Revolution sign local talent as first official eMLS competitor

**Foxborough, MA (March 16, 2018)** – The New England Revolution have signed John Oliveira, known by his gamertag as JKO1707, as the club's first official eMLS competitor. Oliveira earned his contract by excelling in the club's open tournament last month and will represent the Revolution in the inaugural eMLS Cup at PAX East in Boston from April 5-8, 2018.

In eMLS Cup, Oliveira will compete against 18 other representatives from MLS clubs for a chance to qualify for the EA Sports FIFA 18 Global Series Playoff on the road to the FIFA eWorld Cup. For complete details on eMLS Cup, please visit [MLSSoccer.com](http://MLSSoccer.com).

"We are pleased to welcome John as the club's first eMLS competitor and are excited to have found such a talented player right in our own backyard here in Massachusetts," Revolution President Brian Bilello said. "We always aim to put out a competitive and exciting product on the field, and now with JKO1707 representing the Revs, we'll look to do the same on the virtual pitch at eMLS Cup."

"I am thrilled to be representing the Revolution and to be a part of eMLS," Oliveira said. "I'm a very competitive person and am committed to winning, and I know the club shares that goal. I want to not only be the best player in eMLS, but also the most exciting for fans to watch and cheer for."

Oliveira, 24, joins the Revs with a passion for soccer and an impressive list of achievements in his young competitive gaming career. He brings more than 13 years of FIFA experience and started his 2017 competitive campaign by topping his group and finishing in the top-six overall at the 2017 Miami Regional. He followed up that performance with another top-six finish at the Vancouver Regional.

In his most recent tournament, Oliveira competed in the FIFA Interactive World Cup (FIWC) Regional Qualifier in Los Angeles. He advanced out of the group and finished one win shy of qualifying for the World Finals in London, but finished the tournament ranked among the top eight in EA SPORTSTM FIFA 17 in the region (North, South, and Central America).

Oliveira, who spent his early years living in Brazil, was raised in Oak Bluffs, Mass. on Martha's Vineyard and will soon be attending the University of Massachusetts Boston. A former soccer player himself, Oliveira's passion for the game translated from the pitch to the screen after an ankle injury, leading him to continue his pursuit of competitive soccer through FIFA.

**Transaction:** New England Revolution sign John Oliveira (JKO1707) as the club's official eMLS competitor on March 16, 2018.

- **Name:** John Oliveira
- **Gamertag:** JKO1707
- **Position:** New England Revolution eMLS Competitor
- **Hometown:** Oak Bluffs, Mass.
- **Date of Birth:** November 1, 1993
- **Nationality:** United States

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PRESS RELEASE

## New England Revolution Expand Community Collaboration with America SCORES Boston

*New program will provide a week of programming for one student with every goal the Revs score at home*

**Boston, MA (October 7, 2016)** – The New England Revolution are committed to making a lasting impact on the lives of young people in the Boston community, which is why the club is expanding its community collaboration with America SCORES Boston.

The collaboration between the Revolution and America SCORES will help the organizations better assist under-resourced youth in greater Boston while also cultivating the growth of soccer throughout the region. As a key part of the Revolution's commitment, the club will continue to host the SCORES Cup, the premiere city-wide fundraising soccer tournament that raises over \$300,000 annually for America SCORES Boston programming.

The new collaboration also features a matching-donation program, "Revs Score, America SCORES," aimed at providing financial support to enable America SCORES Boston to continue providing its program free of charge to Boston area youth. For every Revolution goal scored at Gillette Stadium, the New England Revolution Charitable Foundation will contribute \$100 per goal, which equates the cost of one week of programming for one child. All donations by the Revolution will be matched by one of America SCORES Boston's corporate partners. "Revs Score, America SCORES" was announced at the sixth annual America SCORES Boston Celebration Gala at the Cyclorama at Boston Center for the Arts on Oct. 6 and will take effect immediately.

"The Revolution are always looking for ways to make a meaningful impact on the lives of young people in our community, which is why working alongside America SCORES has been so deeply rewarding," said Revolution President and America SCORES Board Member Brian Bilello. "This program not only allows us to make a difference in their lives by supporting future programming, but it also provides another avenue through which we can share the great game of soccer with the next generation."

"America SCORES is deeply appreciative of the New England Revolution's commitment to working with us in helping under-resourced youth in Boston," said John Maconga, executive director of America SCORES Boston. "I am delighted we are expanding our collaboration and will continue to work together for years to come."

Additionally, the collaboration will expand player involvement with youth in America SCORES Boston's after-school program through Revolution Academy-run soccer clinics and participation in SCORES' Service Learning Projects.

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PRESS RELEASE

## **Papa Gino's and the New England Revolution to Kick-off "Play, Eat, Score" Contest for Youth Soccer Teams**

*The Program's Fourth Year Will Feature Surprise Visits from Revolution Players,  
Papa Gino's Pizza Parties and Prize Packs*

**Dedham, MA (April 26, 2016)** – Papa Gino's and the New England Revolution are teaming up for a fourth consecutive year for the "Play, Eat, Score" contest. The contest awards five local New England youth soccer teams with the ultimate prize: a surprise visit from a Revolution player and a Papa Gino's pizza party at their soccer practice.

"The Revolution are proud to once again partner with Papa Gino's for the "Play, Eat, Score" contest," said New England Revolution President, Brian Bilello. "Papa Gino's has been a fantastic supporter of the Revolution and we are excited to be able to work with them again to give some of our young fans a chance to meet and learn from their Revolution heroes while enjoying Papa Gino's pizza."

Teams can be nominated to win "Play, Eat, Score" through an entry form that can be found online at [www.revolutionsoccer.net](http://www.revolutionsoccer.net), the official website of the Revolution. Coaches, family members and players are encouraged to enter their teams. Winners will be selected and awarded from April – June 2016.

Last year, the "Play, Eat, Score" program connected a number of Revolution stars with local youth soccer organizations. Players such as Darrius Barnes, Steve Neumann, Brad Knighton and Scott Caldwell attended a practice session of the winning teams, helping teach the young players some of the skills and drills that they learned on their path to becoming pros, while also delivering Papa Gino's pizza to the teams.

"Papa Gino's truly believes in this program," said CEO Mark DeBlois. "It's a great opportunity for youth athletes to meet and practice with their role models and enjoy a pizza party from New England's hometown pizzeria."

In addition to the surprise visit and Papa Gino's Pizza Party, each winning team receives a prize pack that includes great items from both Papa Gino's and the New England Revolution.

To enter your team to win, please visit [www.revolutionsoccer.net/playeatscore](http://www.revolutionsoccer.net/playeatscore) and tell us why your team should have a Revolution player deliver the prize package to your practice.

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MEDIA ADVISORY

## Revolution Stars to Jump Behind the Bar for Celebrity Bartending Fundraiser on September 2

*Agudelo, Goncalves, Jones to serve as Celebrity Bartenders at annual fundraiser benefitting the ThinkTaylor Foundation*

**Who:** **Juan Agudelo**, New England Revolution forward  
**Jose Goncalves**, New England Revolution defender  
**Jermaine Jones**, New England Revolution midfielder  
**Taylor Twellman**, Revolution legend and ThinkTaylor Founder

**What:** New England Revolution stars Juan Agudelo, Jose Goncalves and Jermaine Jones will help raise money for charity by becoming amateur mixologists at the Revs' annual Celebrity Bartending fundraiser on Wednesday, Sept. 2. The trio will be behind the bar at McGreevy's in Boston, serving signature drinks and additional libations to those in attendance. All proceeds from the evening will benefit the ThinkTaylor Foundation, which was founded by Revolution legend Taylor Twellman.

The Celebrity Bartending fundraiser will kick off at 6:30 p.m. at McGreevy's, with Agudelo, Goncalves, and Jones scheduled to serve up cocktails from 7 p.m. to 8:30 p.m. The Rev Girls and team mascot, Slyde, will also be on site with a series of Revolution giveaways, as well as a raffle for fans in attendance featuring signed memorabilia and tickets to the Revs' home game against Orlando City SC on Saturday, Sept. 5.

There is no cover charge for the event, however fans must be 21 and older and possess a valid ID for entry.

**When:** September 2, 2015  
6:30 p.m. – Event Begins  
7:00 p.m. to 8:30 p.m. – Players to bartend

**Where:** McGreevy's  
911 Boylston Street  
Boston, MA 02115

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