

To: Wilton Jackson at Sports Illustrated

Subject: New York Giants Anniversary Sweepstakes

Hello Wilton!

On behalf of everyone in the New York Football Giants family, thank you for your continued dedication and coverage of all things Giants at Sports Illustrated. The organization would like to express our gratitude by inviting you to be the first to hear about the Giants' 97-anniversary sweepstakes event. As per the media release, 10 lucky fans will be selected to attend the gala event with our auction.

With over 2.75 million yearly subscribers on all of Sports Illustrated's platforms and your dedication to the Giants franchise, you are the perfect journalist to write exclusively about our event. The Giants' fanbase is over 3.86 million worldwide, meaning the story you generate would create a surge in readership. Given this event requires audience interaction, fans will be running to Sports Illustrated to learn details about the sweepstakes.

I would be happy to set up a meeting with you and John Mara, Owner and President of the New York Football Giants. Would you be available between Nov. 23-26 to meet at our New York office?

I would be happy to field any possible questions. You can reach me by email at Cgotoole@syr.edu or by phone at 516-754-9193.

I look forward to hearing from you soon!

Best,
Caleigh O'Toole
Senior Public Relations Manager
New York Football Giants

Media Contacts

1. Outlet: Sports Illustrated

- Patricia Traina
- Editor/Writer for Sports Illustrated
- NYgiantsmaven@gmail.com
- Twitter: @patricia_Traina
- Instagram: @Pattitraina

2. Outlet: New York Post

- Paul Schwartz
- Writer and Giants Analyst
- Pschwartz@NYP.com
- Twitter: @NYPost_schwartz

3. Outlet: ESPN

- Jordan Raanan
- NYG Reporter/Journalist
- Jraanan@hotmail.com
- 732-616-9108
- Twitter: @JordanRaanan
- Instagram: @JordanRaanan

4. Outlet: SBNation

- Chris Pflum
- Deputy Editor
- Chpflum@SBNation.com

- Twitter: @PaptormkII

5. Outlet: Big Blue View

- Ed Valentine
- Writer
- Edward.valentine@gmail.com
- Twitter: @Valentine_Ed