



Susan Magrino Agency  
352 Park Avenue South, 13 FL  
New York, NY 10010  
212.957.3005  
www.smapr.com

**MAGRINO ANNOUNCES NEW CLIENT –  
NATIONAL TAILGATE WEEKEND**  
*College Football's Newest Holiday*  
*October 7-8 2017*

**New York, NY (May 24, 2017)** – Magrino announced today a new client, National Tailgate Weekend, which was created by Learfield Licensing Partners to provide college football fans a proper platform to celebrate a favorite pastime: tailgating. The annual holiday debuted in 2016 with more than 100 colleges participating across the United States.

“We are thrilled to be working with Learfield Licensing on continuing to build momentum for National Tailgate Weekend,” said Allyn Magrino, President of Magrino. “For fans across the country, tailgating is just as important a part of game day as the actual game, providing fans opportunities to showcase their school spirit in some of the most fun and creative ways. We are excited to promote college football’s newest national holiday and tap into the passionate fans of tailgating across the country.”

“Learfield Licensing was extremely pleased with the reception we had to National Tailgate Weekend during last year’s launch, and are excited to be working with Magrino to amplify attention and interest in tailgating this year,” said Ben Emmons, Vice President of Brand Marketing for Learfield Licensing Partners. “Our goal is to engage not just college football fans, but people everywhere who are fans of this favorite American pastime.”

For more information on National Tailgate Weekend, visit [www.nationaltailgateweekend.com](http://www.nationaltailgateweekend.com) for a full list of participating schools and follow National Tailgate Weekend on Twitter and Instagram @nationaltailgate and on Facebook: <https://www.facebook.com/NationalTailgateWeekend/>

**About Magrino**

Magrino is an award-winning, preeminent lifestyle public relations and marketing agency which is celebrating its 25<sup>th</sup> year in business in 2017. The agency specializes in public relations, marketing, brand development, digital and social media marketing and communications for the world’s most revered luxury brands in travel, real estate, food, wine & spirits, fashion, beauty, health & wellness, home furnishings & design, and consumer goods. The agency combines breakthrough creative ideas, unparalleled strategic insights and intelligence to achieve marketing and business goals for every client. For more information visit [www.magrinopr.com](http://www.magrinopr.com)

**ABOUT NATIONAL TAILGATE WEEKEND**

Before the seats are filled, the coin is flipped or the ball is kicked off, the real gameday experience begins when thousands congregate to pay respect to their beloved team through the timeless tradition of tailgating. Founded and created by Learfield



Susan Magrino Agency  
352 Park Avenue South, 13 FL  
New York, NY 10010  
212.957.3005  
www.smapr.com

Licensing Partners in 2016, National Tailgate Weekend is an annual holiday that celebrates tailgating. For fans across the country, tailgating is just as important as gameday as the actual game. It provides fans opportunities to showcase their school spirit in some of the most fun and creative ways. Looking to celebrate the rabid fanbases of college football's love of tailgating, Learfield Licensing Partners developed the holiday and will be celebrated annually during the first weekend in October.

#### **ABOUT LEARFIELD LICENSING**

Learfield Licensing Partners is a world-class licensing firm whose services and success align perfectly with Learfield's history, strength and reputation within the industry. We strive to provide the best practices and strategies in the industry to properly protect and promote our clients' brands, and couple that with new resources and strategies for growth with help from Learfield, which has a deep presence in the college athletics landscape. Learfield manages the multimedia and sponsorship rights for more than 125 collegiate institutions, conferences and arenas, and supports athletic departments at all competitive levels as title sponsor of the Learfield Directors' Cup. For more than four decades, Learfield has connected brands to the excitement, passion, tradition, fun and fans of college sports and now leverages multiple platforms and partnerships through distinct offerings through its affiliated companies.

###

#### **MEDIA CONTACTS:**

Kelly Hammer  
Magrino  
E: Kelly.Hammer@magrinopr.com  
T: 212-957-3005