

**FOR IMMEDIATE RELEASE**

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**LEARFIELD LICENSING PARTNERS AND NEW ERA CAP DEVELOP EXCLUSIVE HISPANIC HERITAGE MONTH COLLECTION WITH NATIONALLY-KNOWN HISPANIC ARTISTS**

***Collaborations with Mister Cartoon, David Flores, Los Otros and Daniel Anguilu***

**Indianapolis.** Learfield Licensing Partners, a trademark management agency specializing in licensing and branding, is pleased to announce alongside New Era, the launch of the Hispanic Heritage Collection in honor of Hispanic Heritage Month. Partner schools include University of California, Berkeley, The University of New Mexico, University of Houston, The University of Texas at El Paso, The University of Texas at San Antonio and California State University, Long Beach. The line will be available at Fanatics, LIDS, neweracap.com, Follett and other on-campus bookstores, mistercartoon.com/shop, Shoe Palace, Fanzz, and other local retailers starting today.

The line, with contributions by noted Hispanic artists and embroidered with each artists identity, celebrates the deep artistic traditions of Hispanic culture and the diverse student bodies of its partner schools.

Mister Cartoon, a famed artist who has worked with corporate brands including NIKE and Diesel and tattoo clients that include Kobe Bryant, Snoop Dogg and Dr. Dre, lent his talents to several styles for his home state of California with Cal and Long Beach. "Education and art collide in this collaboration with New Era and Learfield," says Cartoon. "All the logos are hand drawn with my twist by bringing my street art style to a number of chosen classic, local colleges."

David Flores, iconically known for his "stained glass" murals and art pieces with previous collaborations including Stussy, Shepard Fairey and Flip Skateboards, has designed hats with all partner schools. "I'm really excited in how this line came together and my vision was executed by New Era," says Flores. "These college brands were a great canvas to show my free-flowing style."

Los Otros, a San Antonio-based mural crew consisting of Shek Vega and Nik Soupe, has created high-profile installations with the San Antonio Spurs, various art galleries, including Shek's own Gravelmouth studio, and also have offerings for all schools. Houston-based Daniel Anguilu has graffiti art exhibitions featured in galleries and buildings worldwide and lent his extremely unique perspective and style to all schools. Collectively the line includes 37 styles across all six schools.

"When developing the line we really had to be purposeful in ensuring the collection reflected modern Hispanic art, our schools' brand ethos, and appealed to both fans of each respective school and to that of each artist," said Ben Emmons, vice president of marketing at Learfield Licensing Partners. "The result of the hard work of all involved is a line like no other in the collegiate market and a solid foundation to evolve this program."

"This exclusive collection demonstrates the true power of culture and design coming together in to celebrate traditions. New Era is honored to be a part of such an iconic collaboration" said Alexis Burnsworth, Senior Category Manager at New Era.

In cooperation with the artists and schools, the collection is being marketed across all social and digital platforms, in-store displays with lifestyle and artist photography and various local activations, including an underground artist influencer gathering and a live mural in development at the Alamodome, by Los Otros in San Antonio. Additionally, through a generous contribution by New Era, a large number of autographed hats will be auctioned off to benefit each respective schools' charity of choice.

Link to collection imagery:

[http://bit.ly/HHC\\_ads](http://bit.ly/HHC_ads)

Link to artist videos:

<https://vimeo.com/channels/hispanicheritage>

#### About Learfield Licensing Partners

Learfield Licensing Partners is a world-class licensing firm whose services and success align perfectly with Learfield's history, strength and reputation. With industry-leading technology and a dynamic team of licensing and branding experts, we provide best practices and strategies to properly protect and promote our clients' brands, and build partnerships that help our clients succeed, with resources and strategies for growth from Learfield.

Learfield, which has a deep presence in the college athletics landscape, 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.

#### About New Era

Since 1920, New Era has been hand-crafting the finest headwear in the world. Today, with apparel and accessories lines, the brand is a market leader rooted in sports and an influencer of street and lifestyle culture around the globe. With over 500 licenses in its portfolio, New Era is the brand of choice in the worlds of sport, fashion, music and entertainment. The Company is headquartered in Buffalo, N.Y., and its products are sold in more than 125 countries. For more information on New Era's global offices and partnerships, visit [www.neweracap.com](http://www.neweracap.com) and social channels @neweracap.