



News Release & Media Room

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Introduction

- Purpose
- Public Relations Objectives
- Target
 - measurement



Key Message

- Live Limitless
- Enforce brand message amongst:
 - Consumers
 - Media



Public Relations Objectives

- To gain publicity such as:
 - Announcements
 - Interviews (4 or 5)
 - News Coverage
 - Event Coverage
 - Reviews
 - Photos
 - Published Articles



Public Relations Target

- Media
 - Todd Saelhof, Sports Editor, Calgary Sun.
 - Glen Campbell, Sports Director, CTV News Calgary.





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Monster TV

Products

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CORPORATE INFO

MEDIA KIT



Commercials

Monster Energy current and past commercials. Videos are available for download.



Monster Celebrities

Exclusive interviews with celebrities hosting Monster Energy events and biography.



Events Coverage

Footage of Monster Energy events. Interviews with athletes, guests and staff.



Corporate Media

Photography and videos of corporate employees for media purpose. Includes headshots.

MEDIA LIBRARY

Commercials

Monster Celebrities

Events Coverage

Corporate Media



Uncage the Rage Soapbox Derby
Click here for Tickets



Making Wishes Come True
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Latest Photos

Check out what we have been up to in the community.



Latest Events

Check out the latest winners at the 2015 Winter X Games.



Latest Videos

Check out our amazing footage on the 2015 Winter X Games.

Latest Media Releases

Monster Engery Updates 2014 Fiscal Results. Updates Plans for 2015 in Presentation at Toronto Exchange. 1/25/2015

Monster Energy Annouces Third Quarter Fiscal Earnings in Conference 9/31/2014

Monster Energy Annouces Athletes in 20km of Children with Autism in Toronto 7/16/2014

Monster Energy Announces Second Quarter Fiscal Earning in Conference. 04/31/2014

MEDIA HOME

Latest Media Releases

Latest Photos

Latest Events

Latest Videos



Uncage the Rage Soapbox Derby
Click here for Tickets



Make it happen.

MAKE-A-WISH
Canada

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Commercials

Videos are available for download.



Products

Professional photography of Monster Energy products.



Slogan

Footage of Monster Energy events. Interviews with athletes, guests and staff.



Corporate Media

Photography and videos of corporate employees for media purpose. Includes headshots.



Uncage the Rage Soapbox Derby
Click here for Tickets



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Monster Beverage Reports 2014 Third Quarter Financial Results - 09/16/2014



Monster Beverage Corporation to Host Special Investor Call. - 08/08/2014



Monster Beverage Statement on Jason Hamric Suit - 07/24 /2014



Monster Beverage Statement on Beastie Boys Trial - 06/29/2014



Monster Beverage Corporation Responds To Paper On Energy Drinks and Heart Function - 03/26/2014



Hansen Natural Board Authorizes New \$250 Million Share Repurchase Program - 12/04/2013



Hansen Natural Announces Webcast Details for Annual Stockholders' Meeting - 10/14/2013

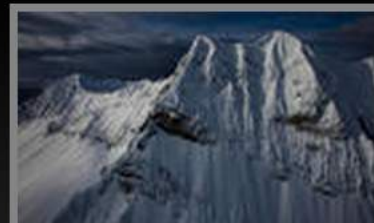
MEDIA RELEASES

Financial

Product

Corporate

Events



Uncage the Rage Soapbox Derby
Click here for Tickets



Making Wishes Come True
Click here for Donations



RELEASE DATE: JANUARY 20, 2016

ATTENTION: SPORTS EDITOR, TODD SAELHOF, CALGARY SUN

MONSTER WISH COMES TRUE AT BANFF SOAPBOX DERBY EVENT

OAKVILLE, ONTARIO - 02/13/15 Monster Energy teams up with Home Hardware to grant Make-A-Wish Canada recipient dream come true. Recipient to meet celebrity spokesman Seth Rogen at **Uncage The Rage! Soapbox Derby** on Saturday, February 20, 2016 at Lake Louise, Banff, Alberta. Tickets to the competition, access to an After Party with surprise celebrity performance (19+) and to view the Monster Slopes Professional Snowboard Showcase, can be purchased via the Monster Energy website: www.monsterenergy.com. Donations can also be made through the site.

Uncage the Rage! Soapbox Derby entails a competition open to students attending post-secondary for a skilled-trade. Students will compete for a chance to win a grand prize that will include paid tuition for the remainder of students' program, unlimited supply of Monster Energy drinks for a year, FREE Monster Energy swag, and exclusive access to the Monster Hot Tub After Party with celebrities and Monster Girls. Monster Registration is required online via the Monster Energy website listed above. Each team of 3-4 students must build a sled within a given time frame. Once time is up, teams must then race against one another for first place. Winners will be announced following a speech made by Make-A-Wish Canada discussing the story of the recipient. The recipient and family will then be welcomed on stage and greeted by Seth Rogen as part of the child's wish.

Mr. Rogen could not have been happier to be part of such an event: "I remember when I was a kid. Everyone always thought of me as the class clown. I wanted to show them that there was more to me. My mom always encouraged me to do and be more, and that's why I'm here. I want to be that encouragement to our youth today. Live your life and break those boundaries that people put against you. And, if I can make a kid smile along the way and know that I could make him happy, even just for a moment, I'm all for it." Media will then be invited to photograph and interview Mr. Rogen and the recipient on having their wish come true. Mr. Rogen will then take stage for some stand-up comedy.

The evening will end on a high note with an After Party featuring a surprise celebrity performance and the Monster Slopes Professional Snowboard Showcase, with appearances from Maxence Parrot, 2014 Sochi Winter Games slopestyle olympian, and Darcy Sharpe. Winners of **Uncage the Rage! Soapbox Derby** will have exclusive access to the Monster Hot Tub, partying with all celebrities and Monster Girls. Public access will include concert area (19+) and professional snowboard showcase (All Ages).



New

About Monster Beverage Corporation

Based in Corona, California, Monster Beverage Corporation is a holding company and conducts no operating business except through its consolidated subsidiaries. The Company's subsidiaries market and distribute energy drinks and alternative beverages including Monster Energy® brand energy drinks, Monster Energy Extra Strength Nitrous Technology® brand energy drinks, Java Monster® brand non-carbonated coffee + energy drinks, X-Presso Monster® brand non-carbonated espresso energy drinks, M3® Monster Energy® Super Concentrate energy drinks, Monster Rehab® non-carbonated energy drinks with electrolytes, Muscle Monster® Energy Shakes, Übermonster® energy drinks, and Peace Tea® iced teas, as well as Hansen's® natural sodas, apple juice and juice blends, multi-vitamin juices, Junior Juice® beverages, Blue Sky® beverages, Hubert's® Lemonades and PRE® Probiotic drinks. For more information, visit www.monsterbevcorp.com.

About Make-A-Wish Canada

Make-A-Wish Canada is a dynamic wish-granting organization that brings hope, strength and joy to children with life-threatening medical conditions. Along with the national office, eight regional chapters grant magical wishes to children in need from coast to coast. Make-A-Wish Canada is an affiliate of Make-A-Wish® International. Make-A-Wish® is the largest wish-granting organization in the world, making dreams and wishes come true for more than 334,000 children since 1980. For more information, please visit www.makeawish.ca.

About Home Hardware

Proudly celebrating its 50th anniversary in 2014, Home Hardware Stores Limited is Canada's largest Dealer-owned hardware, lumber, building materials and furniture cooperative. Founded in 1964 by 122 independent Dealers, the 100% Canadian owned and operated cooperative now includes close to 1,100 stores under the Home Hardware, Home Building Centre, Home Hardware Building Centre and Home Furniture banners, with annual retail sales of more than \$5.4 billion. Through the Home Hardware network, Dealer-Owners have access to a world-class distribution system and 100,000 quality brand name and private label products at competitive prices. Home Hardware Stores Limited received designation as one of Canada's Best Managed Companies. More information about the company is available at www.homehardware.ca.

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New Events

- Monster Slope Style
- Monster Tub Party



Monster Slope Style

- Pro Snowboarding Showcase
 - Maxence Parrot, Darcy Sharpe, Mikey Rencz, and Charles Reid.



Monster Slope Style

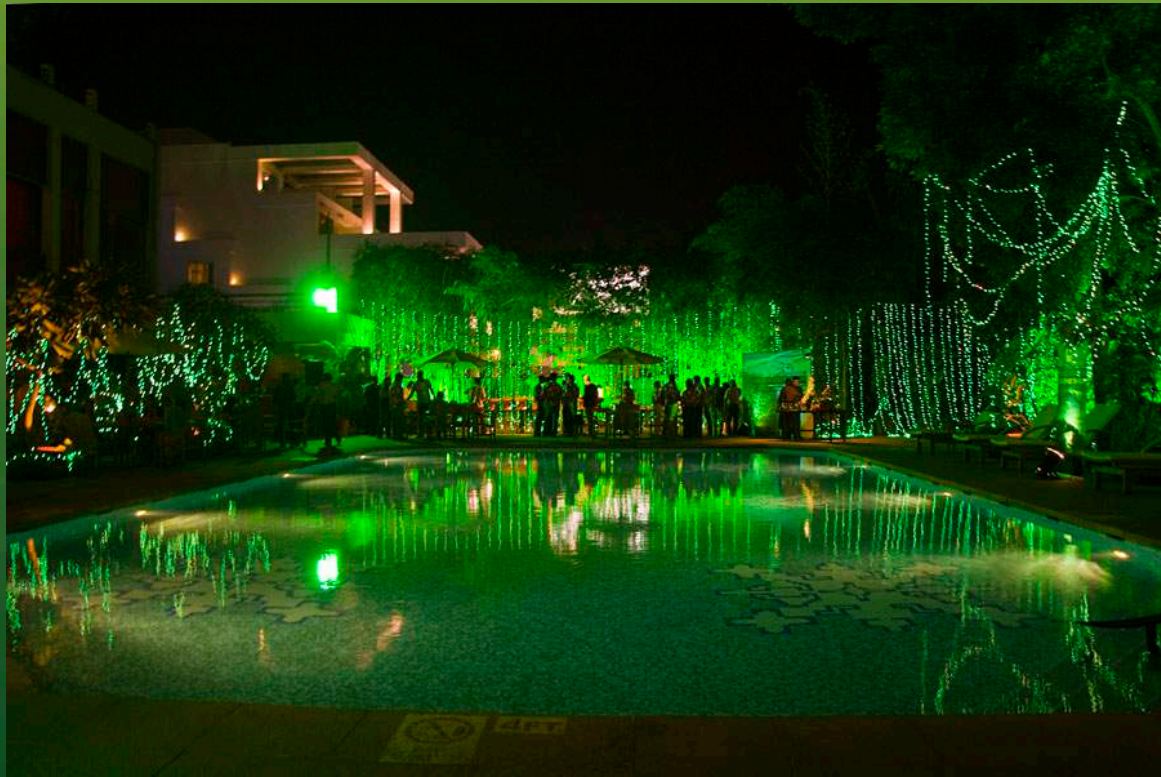
- Snowboarding Showcase



Note: The image is adapted from Google Images. Retrieved February 11th, 2015.

Monster Tub Party

- Giant hot tub!
- Custom built hot tub
- VIP area of Monster After Party



Monster Tub Party

- VIP area for soapbox derby winners, pro snowboarders, celebrities
- Featured performance by Drake
- Monster girls giving out free samples



MONSTER
ENERGY

Measurement

- Pre – event
 - News Release
 - Calgary Sun
 - Calgary City TV
 - Media mentions
 - Interviews
 - Website
 - “Monster Media Cave”
 - Canadian News Wire



Measurement

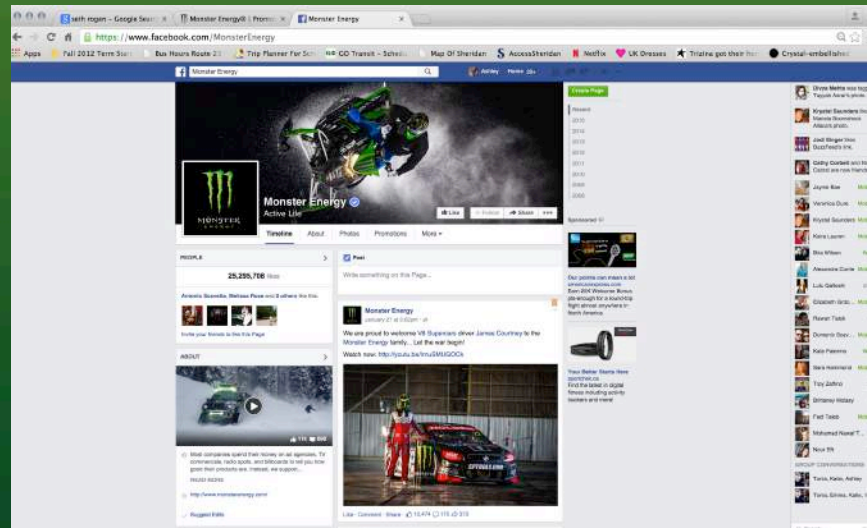
- During
 - Media Attendance
 - Interviews
 - Social Media activity



Note: The image is adapted from Google Images. Retrieved February 11th, 2015.

Measurement

- Post – event
- Measurement of media room
 - Ticket sales
 - Interviews with celebrities
 - Monitor social media mentions
 - #LiveLimitless
 - News coverage



Note: The image is adapted from Facebook. Retrieved February 11th, 2015.

Thank You!



Sources

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