



Presents

Monster Media Press Kit

Tonia Ranieri, Ashley Molasy, Katie Wilson, Lulu Qafleshi

Introduction

- The Purpose
- Press Kit Objectives
- Measurement



Objectives

- Create media excitement
 - Gain pre-event coverage
- Get the media to come to the event
 - Take pictures, videos, interviews
- Influence the media to print articles/ cover the event on the news
 - Post-event coverage



What's inside Press Kit?



Media Invites (Target)

Media	Company	Name	Position	Contact
TV	CTV News	Glen Campbell	Sports Director	Phone: 1-866-690-6179 Email: glenn.campbell@bellmedia.ca
Radio	98.5 Virgin Radio	Stewart Meyers	General Manager	Phone: 1-403-240-5800 Email: stewart.meyers@bellmedia.ca
Newspaper	Calgary Sun	Todd Saelhof	Sports Editor	Phone: 1-403-410-1010 Email: todd.saelhof@sunmedia.ca
Magazine	Sportsnet	John Flack	Publishing	Phone: 416-764-1384 Email: John.Flack@rci.rogers.com
Blog/Online	Downtown Calgary	Coleen Harcourt	Marketing Manager	Phone: 403-215-1567 Email: coleenh@downtowncalgary.com

Branded Chocolates



Branded Tuque + Gloves



USB Contents



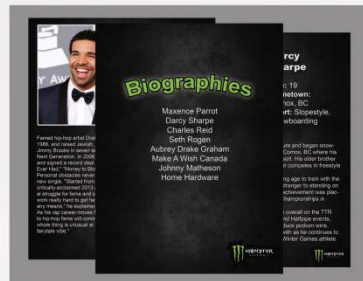
Monster Energy Products

Event Schedule - Saturday, February 20, 2016	
9:00am	Media Welcome Breakfast - Compliments of Monster Energy
10:30am	Event Overview with Q&A Session
11:30am	Tour of Monster Media Cave - Media to set up for pre-event coverage
1:00pm	Media Lunch - Compliments of Monster Energy
2:00pm	Unstage the Rager! Soapbox Derby Team Registration - Media invited to interview Derby participants in Monster Interview Tent
3:00pm	Unstage the Rager! Soapbox Derby Competition Build Begins - Media to cover team building soapbox. All materials and tools sponsored by Home Hardware
6:30pm	Media Dinner - Compliments of Energy
8:00pm	Unstage the Rager! Soapbox Derby Race - Media to cover team soapbox races
9:00pm	Unstage the Rager! Soapbox Derby Finals - Media to cover team finalists race
9:30pm	Media invited to interview Soapbox Derby Winners - Based on build and

Event Schedule/Map



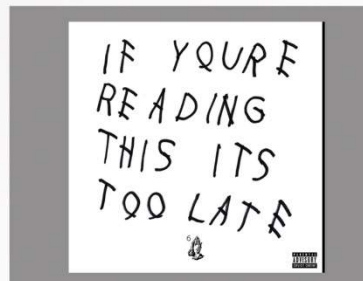
Media Cave



Biographies



Monster Energy Cup
Photographer: David Becker
Date: June 4, 2014



Music
Artist: Drake
Mixtape: If You're Reading This it's too Late

USB



Cover Letter



Dear Todd Saelhof,

Monster Energy would like to exclusively invite you and your team to attend our event ***Uncage the Rage! Soapbox Derby*** on February 19th, 2016 at Lake Louise, Banff. Monster Energy is teaming up with Home Hardware and Make-A-Wish Canada to make dreams come true.

Students will have the opportunity to compete during the event for the grand prize of paid tuition and will have exclusive access to the Monster Energy After Party. Seth Rogen will be hosting and will be introduced as part of a child recipient's wish to meet the star on behalf of Make-A-Wish Canada.

Lastly, there will be a surprise celebrity performance by Drake at the Monster Energy After Party with an all-access backstage pass to the Monster Hot Tub.

Media will enjoy complimentary accommodations at The Fairmount Chateau Lake Louise for 3 days, 2 nights including all meals. Media will also have unlimited access to our one-of-a-kind Monster Media Cave.

The Monster Energy Press Kit includes:

- Monster Energy Monster Can
- Invitation
- Event Schedules
- Event Maps
- Biographies
- Product Info
- Monster Treats
- Monster Gear
- Monster Products
- Media USB

Kind Regards,

Yvonne Dineen, Vice President

Contact Info:
1 Monster Way, Corona, CA, 92679
Phone: 866-322-4466 Ext.898
Email: yvonedineen@monsterenergy.com

Media Event Schedule

February 19 – February 20, 2016



Time	Event Schedule – Friday, February 19, 2016
3:00pm	Media arrive at hotel - Check-in required at The Fairmont Chateau Lake Louise
6:30pm	Monster Media Mixer - Cocktail reception
7:30pm	Monster Media Mixer - Dinner served
9:00pm	Monster Media Mixer - Dessert and Night Cap
10:00pm	Pre-Event Party - Stand Up Comedy with Seth Rogen in Monster Interview Tent
11:00pm	Pre-Event Party - Private Performance by Drake in Monster Interview Tent
12:00am	Party Wrap-Up



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9:00pm	Uncage the Rage! Soapbox Derby Finals - Media to cover team finalists race
9:30pm	Media invited to interview Soapbox Derby Winners - Based on build and performance
10:00pm	Make-A-Wish Presentation - Child recipient welcomed to stage, story shared
10:30pm	Make-A-Wish Recipient Wish Comes True - Celebrity Spokesman, Seth Rogen appears on stage and is introduced to child recipient.
10:45pm	Media invited to interview child recipient and Seth Rogen in Monster Interview Tent
11:00pm	Monster Party + Monster Slopes Professional Snowboard Showcase Begins - Media invited to cover Monster Slopes and to mingle backstage with celebrities and Monster Girls in Monster Hot Tub.
11:15pm	Media invited to interview Drake in Monster Interview Tent
11:30pm	Drake Performs on Monster Stage - Media to cover performance
12:30am	Local DJs Take Stage - Media invited to mingle
1:30am	Last Call
2:30am	Party Ends - Media to cover post-party



Time	Event Schedule – Friday, February 19, 2016
10:00am	Media Breakfast - Event wrap-up and closing remarks; Thank you to all sponsors, NFP, celebrities and media attendees.
12:00pm	Media departs hotel - Check-out required at The Fairmont Chateau Lake Louise

For additional media inquiries contact:

Tonia Ranieri

Director of Communications
Ashton+Kalu Public Relations
Phone: 416-581-6419
Email: tranieri@ashtonkalu.ca

Katie Wilson

Media Relations
Make-A-Wish Canada
Phone: 1-587-416-9021
Email: kwilson@makeawish.ca

Ashley Molasy

Celebrity Agent
Superstar Media
Phone: 647-325-9371
Email: amolasy@starmedia.ca

Lulu Qafleshi

Sponsor
Home Hardware, Alberta
Phone: 1-587-905-4164
Email: lqafleshi@homehardware.ca

The Hook

- 3 Days/2 Nights accommodations
- The Fairmont Chateau Lake Louise



- All meals complimentary



Monster Mixer



Monster Media Zone



Monster Media Cave



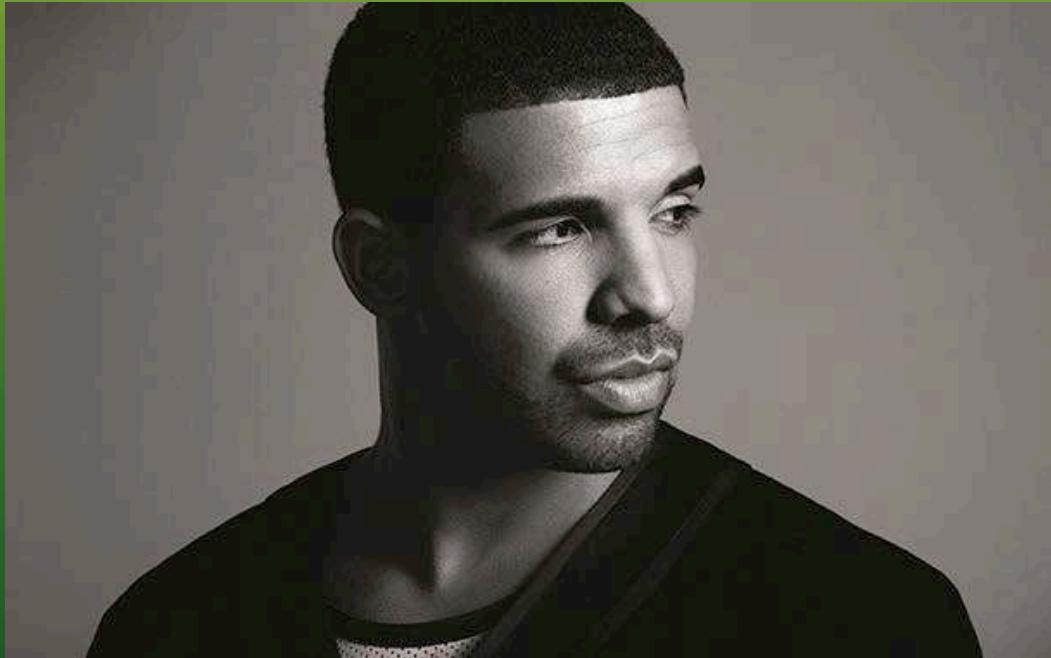
Monster Pre-Event Party

- Stand up comedy with Seth Rogen



Monster Pre-Event Party

- Intimate performance with Drake



Monster Media Transport



Coverage of build and race



Interview + Photo Op

- With Make-A-Wish Foundation and Recipient



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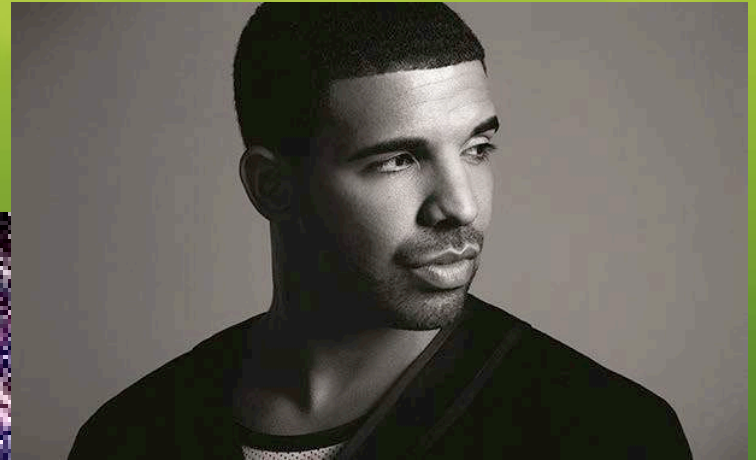
Monster Slopes

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



Backstage Pass – After Party

- Performance by Drake




Monster Tub Party

- VIP area of Monster After Party
- Mingle with Monster Girls



Monster Media Cave



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

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

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


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

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Event Celebrities
Book an exclusive interview with event host Seth Rogen.



Meet the Teams
Learn more about the Monster teams and what drives them to be the best.



Event Schedule
Download PDF of event schedule and maps.

News Releases

MONSTER WISH COMES TRUE AT BANEFF SOAPBOX DERBY EVENT February 13, 2015

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.



Uncage the Rage Soapbox Derby
Click here for Tickets



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Monster Biographies



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Seth Rogen



Seth Rogen was born on April 15, 1982, in the city of Vancouver in British Columbia, Canada. His parents, Sandy (Belogus) and Mark Rogen, worked for nonprofit organizations; he has one older sister, Dayna. Rogen began performing stand-up comedy as a teenager, crafting his routines at parties and clubs. He won the Vancouver Amateur Comedy Contest when he was 16 years old.

Seth rose to fame in his twenties as one of the comedy icons of his generation. His roles in television series and movies directed by Judd Apatow, including *The 40-Year-Old Virgin* and *Knocked Up*, made him a household name and brought him nonstop work as an actor and producer for other comedies and animated films.

In addition to his acting ability, Rogen's writing and producing skills were evident in *Superbad*, a 2007 film that he developed from a script he had co-written with his friend Evan Goldberg at the age of 13. He and Goldberg went on to co-write the action-comedy *Pineapple Express*, in which Rogen, playing a crime witness.



BIOGRAPHIES

- [Celebrities](#)
- [Monster Athletes](#)
- [Make-A-Wish Children](#)
- [Uncage the Rage Teams](#)





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Monster Celebrities

Events Coverage

Photography

Videos



Photography

Exquisite photos of Lake Louise and event. Captured by Jacob Riley. Released June 24, 2014



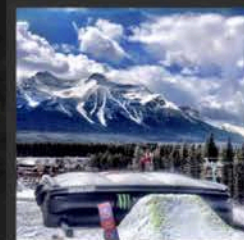
Monster Celebrities

Monster interviews Seth Rogen about hosting Lake Louise event. Filmed by Marc Ryans. September 16, 2014



Events Coverage

Exclusive footage from the Monster Energy event for media. Interviews with athletes, guests and staff.



Videos

Download incredible videos of Monster Energy athletes hitting the ramps. Filmed by Erin Tyler. January 18, 2015



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News

Sports

Roster

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Promotions

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BIOGRAPHIES

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Commercials

Monster Energy commercial of extreme games and quenching thirst. Filmed by Jacob Riley. Released June 24, 2014



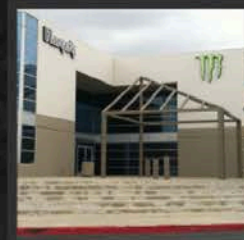
Products

Professional photography of Monster Energy products. Photographer Matthew Phillips. Released October 8, 2014



Logo/Slogan

Newest artwork available for download and is offered in different formats. Designed by Johnny Rays. Released December 1, 2013



Corporate Media

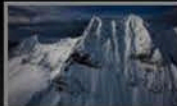
Photography and videos of corporate employees for media purpose. Includes headshots. Captured by Jason Simmons. Updated February 13, 2014



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MONSTER ENERGY
EXTRA STRENGTH
NITROUS TECHNOLOGY™

Super Dry

Nitrous Oxide makes your car faster at the Drags, but put it in a drink?

Call us crazy, but we combined Nitrous Oxide with Carbon Dioxide in a precise ratio and injected it into our potent Monster Energy base.

Nitrous Monster has a unique texture, smooth drinkable flavor and buzz that's bigger than ever. This is no "Whip-it", but it will whip you good..



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PLEASE COMPLETE FORM AND
UPLOAD PHOTOS OF MEDIA
MEMBERS AND TEAMS

ACCESS PASSES WILL ARRIVE
4 WEEKS BEFORE THE EVENT

MONSTER IS NOT RESPONSIBLE
FOR ANY LOST ACCESS PASSES.

MEDIA IS REQUIRED TO WEAR
PASSES AT ALL TIMES DURING
THE EVENT

UPLOADED PHOTOS MUST BE
LABELLED WITH CORRECT TEAM
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TEAM MEMBER #2

TEAM MEMBER #3

TEAM MEMBER #4



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NEWS RELEASES

Events



LIVE LIMITLESS WITH MONSTER ENERGY AT BANFF UNCAGE THE RAGE SOAPBOX DERBY EVENT - February 27, 2015

Enjoy complimentary accommodations at The Fairmont Chateau Lake Louise for 3 days, 2 nights including all meals. Get acquainted with the Monster Media Cave for all your coverage needs and prepare to witness firsth and the non-stop action of the soapbox build and race.



MONSTER WISH COMES TRUE AT BANEFF SOAPBOX DERBY EVENT - February 13, 2015

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, Baneff Alberta.





Uncage the Rage Soapbox Derby
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Measurement

- Canada Newswire
- Bowdens Media Monitoring
- ComScore



Thank You!



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References

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