



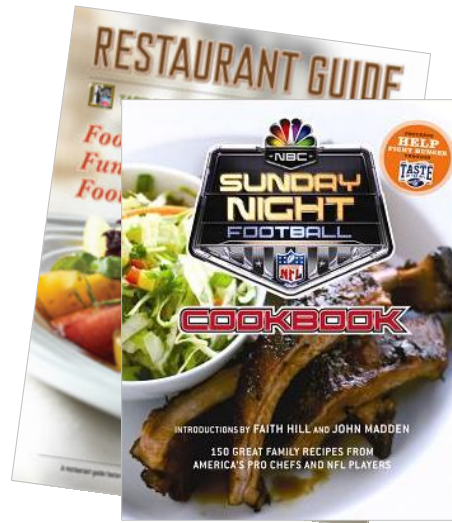
Taste of the NFL

Taste of the NFL is the premier fundraising event held each year on the eve of the Super Bowl. This food and wine tasting event features a top chef from each of the 31 NFL cities, paired with a player representative from each team – all in the name of Tackling Hunger in America. Attendees sample signature dishes, meet the chefs, get photos and autographs from NFL legends and special celebrity guests, participate in a one-of-a-kind silent auction, and enjoy live entertainment. Since its founding in 1992, TNFL has raised more than \$8 million for the fight against hunger.

Landau Public Relations served as the public relations agency for TNFL for 10 years – promoting nine Super Bowl events.

Goals/Objectives:

Our media relations campaign centers on TNFL’s mission: to raise awareness and dollars for hunger relief across America. Our objectives are to maximize awareness and media coverage of TNFL and its mission, position it as a must-attend event during Super Bowl weekend, and ultimately raise funds for hunger-related charities by stimulating ticket and cookbook sales.



Strategy & Tactics:

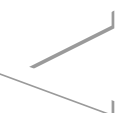
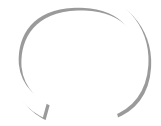
Utilizing our best assets – nationally-renowned chefs and NFL players – we engage in a blanketed PR outreach that targets NFL cities, top 100 markets, national print and broadcast outlets, trade media, wire services, online and social media.

Leveraging our strong relationships with the media, we coordinate interviews and cooking segments for the participating chefs and players, develop media opportunities involving the benefitting food banks, and raise the profile of the event founder and director through interviews and speaking engagements.



A user-friendly online press room enables media to download images and recipes and provides them with all the pertinent event information.

During the week of Super Bowl, we work with onsite media to promote and publicize the event, maximize last minute media requests, assist media with interviews and technical requests, and manage the media credentialing process for the event.



Through the years, we have taken advantage of additional opportunities beyond the Super Bowl to further the mission of TNFL. In 2004, in honor of the record-breaking success of the event, we worked closely with the Houston Texans' PR team to host a special press conference to announce the event results. We've also planned and executed kick-off events in the host cities, coordinated unique Super Bowl week media and photo opportunities, and worked with sponsors of the event to maximize their investment by promoting their involvement with TNFL.

Results:

- TNFL has raised more than \$8 million for the fight against hunger.
- Increased press coverage nearly 400%.
- Secured national network television coverage, including The Today Show, Good Morning America, The Early Show, Fox & Friends, and ESPN Cold Pizza.
- Secured national radio interviews on ESPN Radio's "Mike and Mike in the Morning," Sirius Radio's NFL and Martha Stewart Living shows, "V Show with Bob Valvano" and "Game Night;" the "Tony Bruno Show" on Fox Sports Radio; and "The Peter Brown Show" on Sporting News Radio.
- Secured television segments in each host-city market and in the NFL cities nationwide.
- Placed articles with local, national and international media, including Canada, Japan and Israel.
- Received coverage in top trade magazines, including *Chef Magazine*, *Restaurant Hospitality* and *Nation's Restaurant News*.



The New York Times



The Boston Globe



chef