

**EMBARGO**

Sept. 24, 2022

MEDIA CONTACT

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**Indianapolis Colts Football Team to hold contest for thanking local veterans through the
True Blue for Life contest**

INDIANAPOLIS — This Tuesday, Oct. 1, local veterans can enter a contest for a chance to win season tickets for life. The Colts are looking to say thank you to all Indianapolis veterans by hosting the True Blue for Life contest. Veterans can either nominate themselves or others by submitting an essay, along with photos or videos, that explains how they are “truly blue.” Nominees can submit their entries between October 1 and November 1. Winners will be announced on Veterans Day. Nominations should be sent to www.colts.com/true-blue.

The winner of the contest will receive two season tickets for life along with a special seat that is to be designed like an American flag located at the 50-yard line. “This is the chance of a lifetime,” says Colts cheerleader Abby. “As someone who has family in the military, the Veterans Day game has always had a special place in my heart.” Many fans have spoken out about their excitement for the contest as well. One user tweeted, “already making the video to nominate my dad. He is such an inspiration to me and one of the biggest Colts fans on Earth.”

The Indianapolis Colts do a lot already to remember American veterans. One such tribute the NFL team does is leave one seat open for The Prisoner of War. “This is one Veterans Day tradition that brings tears to my eyes,” says Indianapolis Colts quarterback Carson Wentz, “seeing that one seat open is what keeps my head in the game.”

The Colts will hold their Veterans Day special game against the Washington Football team on Sunday, Nov. 13.

ABOUT THE INDIANAPOLIS COLTS:

The Indianapolis Colts are the NFL team for the state of Indiana in the AFC South division. Housed in Lucas Oil Stadium in Indianapolis, the team won both the 1997 and 2007 Super Bowl. Before 2008, the team played for 20 years in the RCA Dome. The Colts are raising money for a fundraiser called *Kicking the Stigma* in support of Mental Health America Indiana and other mental health non-profits. To learn more about the Indianapolis Colts visit their website at <https://www.colts.com/> and follow them on [Tik Tok](#), [Instagram](#), and [Facebook](#).

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*****MEDIA ALERT*****

Target kicks off fall designer brand collaboration with a fashion show

<i>Who</i>	Target Corporation
<i>What</i>	<p>Target will be holding a fashion show event that includes pieces to be featured in stores. The clothing items are all part of the fall designer brand collaboration. The event will open with a cocktail hour with passed appetizers and end with an after-party where guests and patrons can meet models and designers.</p>
<i>When</i>	Nov. 1st, 2021 at 5 p.m.
<i>Where</i>	<p>Target Headquarters 1000 Nicollet Mall, Minneapolis, Minnesota 55403</p>
<i>Interview Opportunities</i>	<ul style="list-style-type: none">• Rachel Comey, American Fashion Designer• Victor Glemaud, Haitian-American Designer• Sandy Liang, American Fashion Designer• Nili Lotan, American Fashion Designer• Brian Cornell, Board Chairman and CEO of Target
<i>Photo Opportunities</i>	<ul style="list-style-type: none">• Models walking down the runway in various outfits created by each designer• Attendees entering the event smiling and talking to one another

	<ul style="list-style-type: none">• Designers chatting at after party holding cocktails and food either sitting down at tables or standing• Attendees enjoying cocktails before the event chatting amongst each other and laughing• Models walking around in designer wear at after party talking to attendees
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About Target:

Target serves more than 2 million customers a day across all 50 states. Established in 1964, their main goal is to help families recognize the happiness of life. Since 2001, Target has joined Feeding America to end hunger in the United States. To learn more about Target you can visit their [website](#) and follow them on [Instagram](#) and [Facebook](#).

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Girls on the Run Media Pitch

Media Contact:

- Ani Kasparian, WLFI News

Subject Line: Story idea: Young girl raises money to run away the stigma behind autism

Hi Ani,

Recently, I read your article about the Lafayette Urban Ministry needing volunteers to help with state-wide homelessness. The article sparked an idea in my mind, and I wanted to run it by you. How would you like to help a young girl raise \$5k for autism research while educating the Greater Lafayette area on the topic?

Jenny is a 10-year-old girl from West Lafayette who has autism. She has been part of the Girls on the Run program since 3rd grade and is very passionate about its efforts. Before she finishes up with Girls on the Run for the school year, she wants to use her end-of-season 5k to raise money for autism research.

- Jenny is the first participant with autism to complete the Girls on the Run Program.
- She attends Klondike Elementary.
- She loves running and is very passionate about educating her peers and community on mental health.
- Her ultimate goal is to raise \$5,000 to match the distance she will be running.
- Jenny has a GoFundMe page: www.gofundme/Runawaythestigma.com

Girls on the Run is an extracurricular activity created to inspire young girls of all backgrounds to embrace their inner strength and self. Lessons taught in the program revolve around the importance of mental and physical health. At the end of the program, participants complete a 5k that is meant to represent accomplishment as well as a goal-oriented mindset.

Would you be interested in hearing more about Jenny's story, let me know and I'll get you two connected!

Best,
Ava



FOUNDED BY FIREMEN

2022 Firehouse Subs Talking Points
Don Fox, The Today Show Interview

General Information

- Firehouse Subs, founded by firemen, is a brand built around respect for our first responders and the commitment to serving fresh, quality ingredients.
- I started in the fast-food industry as a dishwasher. I joined Firehouse in 2003 and became the CEO six years later in 2009. Since working for Firehouse I have seen this company grow tremendously not just in consumer base but as well through our CSR efforts. Under my leadership, our company has grown more than 200% and expanded internationally into Canada.

Facts and Figures

- With over 1,200 locations in 45 states, Puerto Rico, and Canada, we strive to deliver fresh quality ingredients with a smile to everyone who walks through our doors.
- Recently, Firehouse has been placed at number 58 on the Entrepreneur's 2022 Franchise 500 list.

Giving back

- We save lives one sandwich at a time through our commitment to and creation of the Firehouse Subs Public Safety Foundation.
- Since the start of our foundation, we have raised over \$65 million to help support, provide equipment for, and support our first responders.
- Our foundation is inspired by the devastating effects of Hurricane Katrina. After Katrina hit in 2005, our founders, the Sorensen brothers, donated equipment to first responders in Mississippi fighting the natural disaster. From then on, we have dedicated a portion of our earnings to our Firehouse Subs Public Safety Foundation.

New Menu Highlights

- Consumers are becoming more health-conscious. As a business, Firehouse strives to provide our customers with healthy, fresh food they love. We came together and developed a menu based on consumer feedback about a more health-conscious menu.

- Our new menu features 10 different healthy, filling, delicious sandwiches all under or around 500 calories.
- The new menu we named “The Hearty and Flavorful menu” uses all ingredients we already had in store just cutting it to satisfy customers who are looking for a snack or looking to cut back on caloric intake.
- The “Hearty and Flavorful Menu” is one of our biggest menu installments in more than a decade.



Social Media Post Copy

October 2021

Oct. 1, 2021: Benefits of strength training

FB

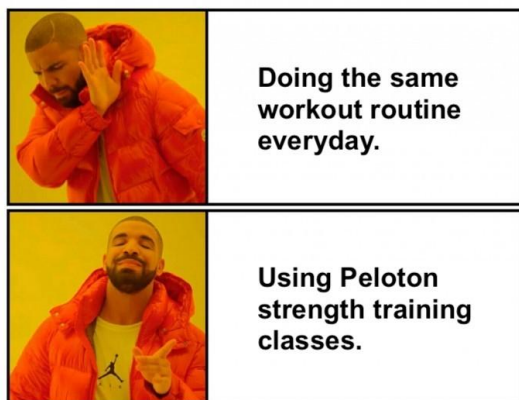
Many people fall into plateaus when it comes to strength training because they aren't having fun. Change things up a bit with our strength trainers! They'll make sure every day is a new experience.

Click here to learn more about our strength training classes:

<https://blog.onepeloton.com/best-strength-training/>

Twitter

I mean are we lying 🙄



Tweet replay thread:

Click the link to learn more about how Peloton can help you transform your strength training into success: <https://blog.onepeloton.com/best-strength-training/>

IG

Keeping up with a fitness routine is hard especially if it's the same thing every day. So many people fall into a plateau with strength training because of this reason. Fear not! Peloton won't

let that happen. Each strength training program is designed to make sure you enjoy your fitness routine every day by making each workout unique.

Click the link in our bio to learn more about how strength training can help you!

Oct. 7, 2021: 30-day free trial of the app

FB

Looking to start a new journey but don't know where to begin? Have no fear... Peloton is here! Start using Peloton for free today using our 30-day trial of the app. Try any of our workouts at home, today, for free!

Click here to find out more about how you can start your 30-day free journey:

<https://pelo.tn/3cudO0s>

Twitter

That feeling when you find out you can try Peloton ✨free✨ for 30-days!!!

Click here to learn more: <https://pelo.tn/3cudO0s>



IG

Members are raving about our Ariana Grande themed class. Probably gives you FOMO thinking about it huh? Well, you don't have to! Try Peloton free for 30-days starting today. We can't wait to meet you! 💕🚴

Oct. 15, 2021: Voting for Cody Rigsby on Dancing with the Stars

FB

Check out our very own Cody Rigsby's moves on Dancing with the Stars tonight! Cody we are so proud of you and can't wait to see you represent Peloton tonight. Text CODY to 21523 to vote.

Twitter

Cody sure is adding a lil bit of ✨spice✨ to Dancing with the Stars 🦋! Check him out again tonight to see for yourself. We can't wait to see him represent Peloton! Don't forget to text CODY to 21523 to vote.

IG

Cody, we are so beyond proud of you. You have shown everyone here at Peloton, from new member to coach, that achieving your dreams is possible! Check out Cody's move on Dancing with the Stars tonight! We cannot wait to see him represent Peloton.

—

Text CODY to 21523 to vote.

Oct. 20, 2021: Testimonial from a member

FB

"Before beginning my 365 days of ride, I thought I'd never be able to do it. I was at my worst before beginning and felt so low about myself. After the first few weeks of my journey things began to get easier. I was much happier and my self esteem grew. Now... here I am finishing my 365th ride on Peloton. I have never been happier in my life. Thanks Peloton 😊!"

Photo via Memeber Alicia E.

Twitter


We'd like to give a big congratulations to Alicia Evans for completing her 365th ride journey today 🙌🎉! Whoop! Whoop! Here's what Alicia has to say about it:


"Before beginning my 365 days of ride, I thought I'd never be able to do it. After the first few weeks of my journey things began to get easier. I was much happier and my self esteem grew. Now... here I am finishing my 365th ride on Peloton. Thanks Peloton 😊!"

-Reply tweet;

Do you have a journey to submit? DM us your journey for a chance to be featured!

IG

Alicia Evans on her 365th ride journey :

“Before beginning my 365 days of ride, I thought I’d never be able to do it. I was at my worst before beginning and felt so low about myself. After the first few weeks of my journey things began to get easier. I was much happier and my self esteem grew. Now... here I am finishing my 365th ride on Peloton. I have never been happier in my life. Thanks Peloton !”


– @aliciaevansss

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Do you have a journey to submit? Click the link in our bio to learn more!






Oct. 31, 2021: Halloween

FB

These styles make us drop dead ! No matter if you’re a rabbit, alien, or ghost, there is always room to join the Peloton family.



Comment how you are riding in style today!

Twitter

How are you riding in style today? Alien , rabbit , ghost ? No matter who you are there is always room to join the Peloton family.  

Show us you riding in style below!

IG

That’s right, even rabbits can begin a Peloton journey. Anyone, no matter who you are, can join the Peloton family.  

—

Comment below how you are riding in style today!