

**PRESS RELEASE**

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FOR IMMEDIATE RELEASE

## **Turner Licensing Partnering with IMG & Football Greats Alliance**

*Bringing back the legacy of former NFL players, Turner Licensing presents a new series of NFL Greats wall calendars*

WAUKESHA, Wis. July 29, 2016 - Turner Licensing, an industry leader in sports calendars, stationery, and gift products has announced a new partnership with IMG who recently created the Football Greats Alliance (FGA), to help preserve the legacy of former NFL players such as Brett Favre, Walter Payton, and Eric Dickerson along with 50+ other players. This national partnership will introduce sports fans to a new line of NFL Greats Wall Calendars by Turner Licensing, which will include inspirational quotes from each player along with high-quality images.

Operated by IMG, the FGA creates, develops, and manages the strategic execution and marketing rights for more than 22,000 retired NFL players, 160+ Hall of Famers, 50+ Heisman winners, 225+ broadcasters and 35 NFL MVP's, helping to solidify and preserve the legacy of former NFL players. The formation of the FGA coincides with the establishment of the Greater Good Fund (GGF), designed to support health and welfare programs for the retired players. 25% of all proceeds from FGA partnerships will go to the GGF. Initial programs include dental insurance for retired players.

"We are pleased to work with FGA and IMG to reconnect our consumers with retired players," said Michelle Rand, Turner Licensing's Senior Brand Manager. "Research has shown that avid NFL fans have a higher interest and overwhelming goodwill towards retired NFL players because they are an important part of American pop culture. Partnering with the FGA will provide invaluable products to sports fans nationwide, and we're honored to be partnering with FGA to bring this opportunity to our consumers," she added.

When asked about their new partnership, Brett Weiss, Director of FGA stated; "We have been very impressed with the speed of production by Turner Licensing to bring a series of extremely high-quality products to market within three months. These calendars are a great way to celebrate NFL's former greats with superior imagery, personal quotes, stats and fun facts, allowing fans to relive some of their favorite NFL memories," he added.

The Brett Favre Wall Calendar will be among one of the first NFL Greats Calendars produced for 2017 and will be available for purchase at major retailers throughout the United States and Canada in Fall 2016.



### **About The LANG Companies, Inc.**

Headquartered in Waukesha, Wisconsin, The LANG Companies, Inc. is an American industry leader with over 30 years of experience producing art and design driven, gift and specialty products, and sports licensed products including greeting cards, calendars, drinkware, puzzles, games, and stationery. The diversified product portfolio is marketed under three widely-recognized, company-owned brands; LANG®, Wells Street by LANG® and Turner Licensing™. Turner Licensing specializes in producing licensed sports calendars, stationery and gift products. The NFL, MLB, NHL, NBA, colleges and universities, Playboy Playmates and the Dallas Cowboys Cheerleaders are just some of their long-term licensing partners. The LANG Companies, Inc. is a division of IG Design Group Americas Inc.

### **About IMG**

IMG is a global leader in sports, events media and fashion, operating in more than 30 countries. The company represents and manages some of the world's greatest sports figures and fashion icons; stages hundreds of live events and branded entertainment experiences annually; and is one of the largest independent producers and distributors of sports media. IMG also specializes in marketing, media and licensing for brands, sports organizations and collegiate institutions. In 2014, IMG was acquired by WME, a leading global entertainment agency.

The LANG Companies, Inc.  
Michelle Rand – Turner Licensing Senior Brand Manager  
[mland@thelangcos.com](mailto:mland@thelangcos.com)

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