SPORTS PR SUMMIT CHOOSES MARIST COLLEGE CENTER FOR SPORTS COMMUNICATION AS ACADEMIC PARTNER

New York City, NY (November 6, 2013) – The Sports PR Summit (@SportsPRSummit), an annual invite-only event that brings together senior PR executives, media reporters and athletes from the sports industry, announced a formal partnership with the Marist College Center for Sports Communication (@SportsComMarist) today.

Through the partnership, the Marist College Center for Sports Communication will provide logistical and strategic support for the Sports PR Summit both during the annual event as well as throughout the year in-between Summits. Eventually, the partners will create a digital space for sports PR executives to converse and continue conversations that begin in person. The Sports PR Summit, working with the academic input and guidance of the Marist College Center for Sports Communication, will continue to become the most vital and recognizable space for advancing this critical and evolving field.

“I’m really excited about our partnership with the Marist College Center for Sports Communication,” said Brian Berger, Founder and CEO of the Sports PR Summit. “Engaging the Center’s students who are focused specifically on Sports Communication will strengthen our ability to produce a stronger annual event as well as keep the sports PR conversations going in between Summits.”

Keith Strudler, Director of the Marist College Center for Sports Communication, knows his students will make valuable contributions. “Our students are focused and engaged in the study and practice of sports communication, taking targeted course work and working in internships across the industry,” said Strudler. “Partnering the Center with the Sports PR Summit is a smart, symbiotic partnership that will add value to both organizations.”

This spring marks the second Sports PR Summit, to be held on Wednesday, May 21, 2014 at the MLB Fan Cave (@MLBFanCave) in New York City. Given Marist’s proximity to Manhattan and the Center’s considerable relationships with various constituents in New York’s sports industry, both Berger and Strudler expect the partnership to blossom from day one.
ABOUT SPORTS PR SUMMIT
The Sports PR Summit is an annual invite-only event that brings together Senior PR executives from the pro and collegiate sports ranks as well as from top sports corporations for panel discussions and valuable networking opportunities. Senior PR executives share best practices and media members and athletes share candid insight about the best ways for PR executives to work most effectively with them. The event allows attendees to network with their peers and leave with a more informed perspective of the evolving Sports PR industry. To learn more about the Sports PR Summit, visit www.sportsprsummit.com.

ABOUT MARIST COLLEGE CENTER FOR SPORTS COMMUNICATION
Founded in October of 2011, the Marist College Center for Sports Communication promotes the study of and practice in sports communication, helping to prepare an enlightened and engaged group of future leaders in one of society’s most far reaching disciplines. The center serves a variety of publics, including most notably Marist students, but also affiliated Marist faculty and staff, working professionals in sports media and communication, and the greater community with interests in the field. This is accomplished through curricular development in sports communication, research and creative activity in sports communication, presentations by leaders in the field, and community service as relevant to the discipline. Currently, the Center promotes co-branded research with the Marist Poll that examines important issues in sport and society, research that has been covered nationally by various media outlets. Further, both the Poll and the Center have announced a partnership with HBO Real Sports to provide the award winning program first release on several polls of vital national interest. The Center maintains a speaker series on campus that has brought some of the industry’s top talent to campus to speak with students and the larger Marist community. To help in its functioning, the Center maintains an advisory board of sports communication professionals that provide guidance and support towards its mission. The Center operates in conjunction with Marist’s major concentration in sports communication, home to nearly 200 students. Founded in 2002, it is one of the largest and oldest degree tracks in sports communication in the nation, training students in all facets of the broad ranging discipline. To learn more about the Marist College Center for Sports Communication, visit www.sportscomm.marist.edu.

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