

From: [REDACTED]
Subject: FW: Pitches
Date: Thursday, February 12, 2026 1:14:04 PM
Attachments: [Outlook-dkle1ded.png](#)

Hi [REDACTED] -

Please see below for our Super Bowl pitches highlighting our partnership with former NFL player, Ryan Fitzpatrick, which was sent out this month to around 25 journalists.

Let us know if you have any questions!

Best,

[REDACTED]

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Super Bowl pitch

Hey [REDACTED],

It's that time of year again! Checking in to see what your Super Bowl Media Row plans are looking like. Hope we can work together on some interviews - we've got a solid list of talent!

Let us know of any initial interest and we'll see what we can make happen. No guarantees, but we'll do our best to accommodate. We're close to confirming a few TBD timeslots and additional talent - we'll share updates as we have them. Look forward to working with you as always!

Tuesday, Feb. 3

Timing TBD - Scott Hanson; NFL broadcaster (on behalf of Lowe's)

Timing TBD - Rosie Rios; Chair for America250 + former Treasurer of the U.S. (America250 will be on Super Bowl jersey + game ball)

Wednesday, Feb. 4

8-10 a.m. - Terrell Owens; Hall of Fame WR (on behalf of Sharpie)

10:15 a.m. - 12:15 p.m. (TBC) - Rome Odunze; Chicago Bears WR (on behalf of Sharpie)

12-2 p.m. (TBC) - Ashton Jeanty; Las Vegas Raiders RB (on behalf of Sharpie)

Thursday, Feb. 5

8-10 a.m. (TBC) - Tetairoa McMillan; Carolina Panthers WR, NFL Rookie of the Year Candidate (on behalf of Sharpie)

Timing TBD - Michael Penix Jr; Atlanta Falcons QB (on behalf of Sharpie)

Timing TBD - Jeremiyah Love; Top-10 NFL Draft prospect, Notre Dame RB + Doak Walker award-

winner (on behalf of Sharpie)

9-11 a.m. - Michael Pittman; Indianapolis Colts WR (on behalf of Oral-B)

11 a.m. - 1:30 p.m. - Kenneth Walker III; Seattle Seahawks RB (on behalf of Oral-B)

Timing TBD - Ryan Fitzpatrick; Former NFL QB + current NFL on Prime analyst (on behalf of Aruba Tourism Authority)

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Virtual interview pitch

Hey James - Wanted to see if you'd be interested in doing a virtual video interview with Ryan Fitzpatrick. We're working with him for the Aruba Tourism Authority (he's actually in Aruba right now), so would request that he has a chance to talk about the partnership, his trip, etc. We have an opening on Friday, 1/30 at 1 ET. We're sharing this opportunity on a first-come, first-served basis so LMK. Thx.

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Producer bullets - these were shared with media the day of their interview with Fitz.

Hi Scott - We're looking forward to your interview with Ryan Fitzpatrick today at **2:30 ET**. See below for everything you should need. Let me know of any questions. Thanks!

Background Bullets - Ryan Fitzpatrick for the Aruba Tourism Authority

- After a long football season, Ryan Fitzpatrick partnered with the Aruba Tourism Authority and recently visited Aruba with his wife, Liza, to reset and recharge.
- The partnership showcases Aruba's commitment to Responsible Tourism, including protecting the island's natural environment, celebrating local culture and inviting guests to travel mindfully through the [Aruba Promise and Guest Guidelines](#).
- Wellness is a key focus of the collaboration, as Ryan experienced Aruba's outdoor lifestyle and the island's natural approach to staying active.
 - Ryan and Liza took part in a guided hike on the Cunucu Arikok Trail, where they got an introduction to Aruba's diverse flora and fauna, geology and rich natural history.
- People call Aruba the One Happy Island for a reason. The sunshine and beauty are a given, but it's how you feel when you leave - relaxed, lighter, happier – the Aruba Effect.

Sample Brand Questions - *feel free to reference the following questions when asking Ryan about his partnership with the Aruba Tourism Authority*

- You were just in Aruba - what stood out to you about the island?
- Aruba talks a lot about Responsible Tourism - what does that actually look like as a visitor?
- What surprised you most about your time in Aruba?

- I'm sure you were active while you were there - what kinds of experiences did you enjoy?
- Do you have any advice for someone planning their first trip to Aruba?

Assets - *we'd kindly ask that you include at least one image asset in your coverage*

- [IMAGES](#)
 - *Please take note of photo credit for each image (included in image name)*

