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FOR IMMEDIATE RELEASE

**University of Massachusetts Sport Management Department and
STRATEGIC Announce Creation of Scholarship Program**

Amherst, MA (June 18, 2007) ... The University of Massachusetts Sport Management Department and STRATEGIC today jointly announced the creation of a multi-year initiative in which the New York City-based sports and entertainment marketing agency, dedicated to taking brands places they've never been, will fund an annual scholarship program designed to help underwrite internships for deserving students.

“We’re extremely pleased that STRATEGIC is assisting us to overcome one of the biggest challenges that students face in trying to enter the sport industry,” said Lisa Pike Masteralexis, Chair of the UMass Sport Management Department. “Often, our most deserving students simply cannot afford to take the best internship opportunities because of a lack of personal resources needed to live in areas like New York City. This initiative with STRATEGIC will help address that concern by providing our students with a meaningful internship with one of the industry’s foremost consulting firms.”

The scholarship program allows for both graduate and undergraduate students to apply for internships with STRATEGIC twice yearly, by submitting ideas that relate to the concept of taking brands to new places. The students selected for the internships will also be awarded a \$2,500 scholarship. The relationship includes an annual Case Study presentation by representatives of STRATEGIC to the entire Sport Management student

body, designed to promote applications for the scholarship program as well as to provide students with a meaningful educational experience.

“We are excited to form this association with one of the country’s finest Sport Management programs,” said Peter Stern, president of STRATEGIC. “This scholarship program fills a need for deserving students, as well as for us in terms of getting the best and brightest in up-and-coming talent to help us build our business.”

The recipient of the first STRATEGIC Scholarship award is MS/MBA student, Glen Herold, a native of Pittsburgh who earned his undergraduate degree in Business from Penn State. Herold is interning this summer with STRATEGIC.

OVERVIEW

STRATEGIC, headquartered in New York City, uses proprietary methodologies and unmatched expertise to connect brands to passionate consumers, leveraging the power of sports, entertainment and lifestyle marketing. Our team brings extensive experience and unsurpassed energy onto the field for category-leading clients including The Hershey Company, Anheuser-Busch / InBev USA, North Fork Bank and GlaxoSmithKline. Specializing in strategy development and comprehensive measurement, we take brands places they’ve never been, and we prove it delivers ROI. www.strategicagency.com.

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