

Sports & Entertainment Beat

## **Sports & Entertainment Spotlight: Presidents' Day**

By Joshua Bloomgarden on 2.24.23 | Posted in Sports & Entertainment Spotlight

Welcome back to the Spotlight! Having just celebrated Presidents' Day here in the U.S., where better to begin than an ode to our various Commanders-in-Chief. Fittingly, 2-time Super Bowl-winning Offensive Coordinator Eric Bieniemy just moved to the Commanders from the Chiefs (though the fact that he himself is still not a commander in chief—a head coach—remains a head-scratching and potentially ugly truth in the NFL). Now with that news of his heading to Washington, I wonder how this former student of UW-Madison might Ford a transition to Lincoln to the rest of the sports and entertainment headlines. Well, I will try not to beat around the bush, I'm just Biden my time. A few more lines? I Grant you that I could Fillmore, that's probably Truman. But I should get on with it so my editors do not put the Nixon this piece. If this Arthur's presidential wordplay has left you in a Hayes, here is the spotlight to help you Pierce through to find your way.

- Netflix and NFL Films join forces for a docu-series entitled “Quarterback,” following two-time Super Bowl champion, Patrick Mahomes, as well as Kirk Cousins and Marcus Mariota – yet it still does not feel right to lump those three into the same sentence.
- Smash hit song “Flowers” performed by Miley Cyrus and co-written by Michael Pollack, find itself atop the Billboard Hot 100 charts (not to mention charts across the globe). With that buzz, I would take myself dancing, too.
- New week, same surge in popularity and investments, as Kevin Durant's 35 Ventures provides financial backing to a venture pickleball technology company and New York City unveils its first permanent, dedicated pickleball club.
- No luck of the Irish for this former Boston Celtic as former NBA Star Paul Pierce (no relation to Franklin Pierce) agreed to pay a \$1.4 million penalty to the Securities Exchange Commission arising out of his failure to disclose that he was a paid endorser of a particular cryptocurrency, adding insult to injury on the money he presumably already lost on cryptocurrency.

## Endorsement Sponsorship and Investments

### **John Legend launches skincare brand, Loved01 – here's everything you need to know**

February 22, 2023 via [T3.com](https://www.t3.com)

This month, musician and producer, John Legend launched his new skincare and bodycare brand, Loved01, a collection of unisex face, body and grooming products, specifically designed with melanin-rich skin in mind. Released on the 1st February 2023, Legend joins a number of male celebrities exploring the skincare space, including Pharrell

### **Challenger brand EasyPost becomes first LIV Golf global sponsor**

February 22, 2023 via [SportBusiness](https://www.sportbusiness.com)

LIV Golf has announced its first global sponsor in the form of US-based logistics and software company EasyPost, which has become its 'Official Shipping Solutions Partner'. As an official global partner, EasyPost will be prominently integrated into league broadcasts, LIV Golf social content and on-course signage at 2023 tournaments.

### **SEC Warns Against Celebs Crypto Endorsements After \$1.4M Fine**

February 19, 2023 via [Pymnts.com](https://www.pymnts.com)

The Securities and Exchange Commission (SEC) is warning celebrities to be careful about endorsing cryptocurrencies. The commission issued that warning Friday (Feb. 17) after announcing that Paul Pierce, a former Boston Celtics star, had agreed to pay a \$1.4 million penalty

### **Angels star Shohei Ohtani signs endorsement deal with New Balance**

January 31, 2023 via [Los Angeles Times News](https://www.losangelestimes.com)

Shohei Ohtani has changed teams. No, not that one. The Angels' two-way All-Star signed a long-term endorsement deal with New Balance, dumping Asics after an eight-year partnership. An announcement was made Tuesday morning

## Sport

### **Greg McElroy calls Nate Oats' comments 'despicable, embarrassing, completely unsympathetic'**

February 22, 2023 via [al](#)

While the Chicago Bears have likely fielded a number of calls for the top overall pick in the 2023 NFL Draft, the likelihood that they find a deal they warrant fair enough to surrender the top spot is low.

**Who's No. 1 in golf? Why top spot in OWGR is changing at record pace early in 2022-23 PGA Tour season**

*February 21, 2023 via CBSSports.com*

Getty Images Only two golfers occupied the No. 1 spot in the Official World Golf Rankings from July 1999 to October 2010. Through the first 60 days of 2023, three golfers have already taken a turn sitting on the mountaintop

**LeBron James expresses desire again for NBA franchise in Las Vegas**

*February 20, 2023 via Las Vegas Review Journal - News (Las Vegas, Nevada)*

Los Angeles Lakers star LeBron James tripled down on his aspirations to have an NBA franchise in Las Vegas. During an NBA All-Star Game news conference Sunday in Salt Lake City, James lauded Las Vegas for its professional sports ventures.

**Music Biz**

**Pharrell Williams succeeds Virgil Abloh as the head of men's designs at Louis Vuitton**

*February 22, 2023 via Techcrunch*

Ahead of Spotify's upcoming Stream On event, where the company is expected to announce a redesigned home feed and other updates, the company today launched a new AI feature called "DJ" to better personalize the music listening experience for its users.

**Miley Cyrus' 'Flowers' Tops Hot 100 for Fifth Week, PinkPantheress & Ice Spice Surge to Top 10**

*February 21, 2023 via Billboard*

Miley Cyrus' "Flowers" rules the Billboard Hot 100 for a fifth week, encompassing its entire run on the chart so far, dating to its debut at No. 1. The song also becomes the most-heard hit on U.S. airwaves, marking Cyrus' first No. 1 on the Radio Songs chart.

**Nola Blue Records signs Larry Taylor**

*February 21, 2023 via Blackfoot Morning News*

By: PRLog 'Generations of Blues: West Side Legacy' slated for June 16, 2023 release  
LANCASTER, Pa. Feb. 21, 2023 PRLog Nola Blue Records proudly celebrates the signing of West Side Chicago bluesman Larry Taylor , unveiling the album Generations of Blues.

### **YouTube Music will let you make your own custom radio stations**

*February 21, 2023 via Verge, The*

Google is giving YouTube Music users the ability to create custom stations based on specific artists and to tune how the algorithm decides what songs it should play.

## **Film & TV**

### **Netflix launching new NFL show featuring Patrick Mahomes, Kirk Cousins and Marcus Mariota**

*February 22, 2023 via The Athletic*

Netflix announced a new docu-series on Wednesday, "NFL: Quarterback," that's set to premiere this summer. Here's what you need to know: Mahomes said in a news release: "I'm excited for fans to get an exclusive, behind-the-scenes look at an unforgettable season for

### **From console to screen: video game adaptations in TV and film**

*February 22, 2023 via The Suffolk Journal*

Video game lovers traded their controllers for remotes as 2023 marks a year of classic video game stories being reimaged and retold for television and cinema. This year's start to the video game genre began with HBO's television series "The Last of Us."

### **Motor racing-Formula One launch F1 TV in India, target 'strong mobile market'**

*February 21, 2023 via Bywire Blockchain News - Top Stories*

India's "very strong mobile market" is one of the main factors behind Formula One launching its TV streaming product F1 TV in the country, the sport's director of media rights Ian Holmes told . Formula One has enjoyed increasing popularity in India, with the country hosting...

### **Horror filmmaker Blumhouse expands into games**

*February 21, 2023 via Venturebeat*

Horror filmmaker Blumhouse has launched a new subsidiary to produce and publish video games. Blumhouse Games will be headed by president Zach Wood and CFO Don Sechler. Blumhouse Games will partner with independent game developers to bring their creative

visions to life via original, horror-themed games for console, PC and...

### **How The UK Government's \$600M Film & TV Production Restart Scheme Has Left Indie Producers In The Lurch**

*February 14, 2023 via Deadline - Hollywood Breaking News*

When the British government launched its £500M (\$601M) Film & TV Production Restart Scheme (PRS) in October 2020, independent producers breathed a sigh of relief. The scheme promised to kickstart film and TV production by offering cover for Covid-related costs that was necessary to getting the cameras rolling again..

## Emerging Sports

### **State College Area Considering Addition of High School Girls Wrestling Team**

*February 22, 2023 via StateCollege.com*

State College Area High School could have a girls wrestling team starting with the 2023-24 winter season. The school board will consider a funding request for the team in the 2023-24 budget. If approved, State College would become the third Centre County school district with a high school girls

### **How The NFL Is Fueling Flag Football For Girls**

*February 22, 2023 via Forbes*

When Diana Flores, the quarterback of Mexico's National Flag Football Team, sprinted across television screens just after halftime of this year's Super Bowl, she caught many viewers by surprise. Sprinting, leaping, dodging and bobbing her way through the State Farm Stadium, the parking lot, and tall buildings, she drew admiring ...

### **Amid pickleball's rise, CityPickle snags first permanent NYC location**

*February 21, 2023 via New York Post*

The Big Apple's first dedicated pickleball club, CityPickle, has snagged a location in Long Island City. CityPickle will open in the late spring/early summer this year at The Woodworks at 9-03 44th Rd., which is a newly developed red-brick industrial property between Ninth and 10th streets near Vernon Boulevard in ....

### **Kevin Durant invests in Atlanta pickleball startup INNO**

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*February 21, 2023 via Atlanta Business Journal – Technology*

A serial entrepreneur and long-time tennis player, Max Ade picked up pickleball after realizing the sport had a short learning curve and was easier to play with friends and neighbors. As he watched the sport grow in popularity, he noticed there was a lack of technology for players and organizers ...