

Sports & Entertainment Beat

## Spotlight Returns: Heatwaves, Heartbreaks, and Humor

on 7.12.24

Welcome back to the Spotlight! If jumping back into this space isn't hard enough after a week off, the oppressive heat and humidity paired with mounting levels of existential dread due to [insert national or global event here] (Sad Libs is my version of "Mad Libs") provide an obstacle the likes of which an Olympic pole vaulter would shudder at. Oh well, at least I have my New York Yankees to lift my spirits, right?...RIGHT?!?! (Editor's note: the Yankees have lost 16 of their last 25 games). (Sigh...) For those who share in my malaise, I hope you'll find some relief and humor by way of the clown tears below:

WWE Pro-Wrestler and actor (not mutually-exclusive) John Cena announced that he's hanging up his tights after Wrestlemania 2025. Though that would ordinarily mean it could be the last time to see him wrestle in a ring, if Cena's catchphrase is to be believed, we're still waiting on the first time to see him.

Tiger Woods and Justin Timberlake are teaming up to open a sports bar in Scotland. It will be Uber-interesting to see whether the bar gets a Lyft from being so closely aligned with the golf legend and pop icon.

WNBA Rookie of the Year Candidate Angel Reese seems poised to add Hershey to her growing list of endorsements, as her fanbase (who she calls "Reese's Pieces") now includes Reese's (the candy brand). So, don't be surprised if you see Reese eating *the* Reese's Pieces in the not too distant future – but you should absolutely be surprised if you see Reese eating *her* Reese's Pieces.

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### Endorsement Deals, Sponsorships & Investments

[Arch Manning announces decision on EA Sports' college football video game 10 days before release](#)

July 9, 2024 via Fox News

[KC Current co-owner Brittany Mahomes has endorsement deal with energy drink](#)

July 9, 2024 via Kansas City Star

**Sporting Kansas City gets sponsorship win with Dairy Farmers of America**

July 8, 2024 via Biz Journal

**Entertainment giant Paramount agrees to a merger with Skydance**

July 8, 2024 via ABC News

**Angel Reese reportedly in talks for fantastic endorsement deal**

July 5, 2024 via Larry Brown Sports

**Justin Timberlake, Tiger Woods Turning a Scottish Cinema Into a Sports Bar**

July 5, 2024 via Sportico

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**Sports**

**What happens when NBA rookies become millionaires overnight?**

July 9, 2024 via The Guardian

**New York Mavericks Sign 4x PBR World Finals Qualifier Mauricio Moreira**

July 8, 2024 via PR Newswire

**John Cena announces official retirement from wrestling, declaring the next WrestleMania his last**

July 7, 2024 via NBC News

**Who'll be next to own the Celtics, how long will it take, and other thoughts**

July 5, 2024 via Boston Globe

**Hot Dog! Patrick Bertoletti Is New Champ At Coney Island Eating Contest, Succeeding The Banned Vegan-Endorsing Joey Chestnut**

July 4, 2024 via Deadline

**5 questions after NCAA's \$2.75B settlement to pay college athletes**

July 3, 2024 via Legal News Detroit

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**Music Biz**

**Shazam users can now find artists' Ticketmaster events through the app**

July 10, 2024 via Music Business Worldwide

**Songwriter groups hail 'landmark victory' as US Copyright Office issues rule confirming how termination rights apply to streaming royalties**

*July 9, 2024 via Music Business Worldwide*

**Lucian Grainge: Artist-friendly leader of a music juggernaut**

*July 7, 2024 via Los Angeles Times*

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**Film & TV**

**Serena Williams hosts an ESPY awards show celebrating landmark year for women's sports**

*July 12, 2024 via AP News*

**Alec Baldwin is about to go on trial in the death of a cinematographer. Here are key things to know**

*July 8, 2024 via AP News*