



FOR IMMEDIATE RELEASE

Sports Licensing and Tailgate Show Adds More Athletes to the Event Lineup

SAN JUAN CAPISTRANO, Calif. – January 13, 2016 – The Sports Licensing and Tailgate Show, the premier event for brand owners, licensors, licensees and retailers interested in sports licensed products, welcomes additional athletes to upcoming show which stages January 24-26, 2016 at the Las Vegas Convention Center.

Along with professional athletes Nate "Tiny" Archibald and Ruben Sierra, previously announced, the NFL Players Association has announced that Shane Vereen of the NY Giants and Jared Cook of the St. Louis Rams will be attending the show. Additionally, Hall of Famer Dave Winfield will join the Retro Band.

Enjoy the playoffs with Vereen in the Sports Lounge for the January 24, 2016 early AFC Championship Game and Cook for the afternoon NFC Championship Game and the Sports Licensing and Tailgate Show Opening Night Party on Sunday, January, 24 at 5:00 p.m.

Shane Vereen—is a running back for the New York Giants. He was drafted by the New England Patriots in the second round of the 2011 NFL Draft with the 56th overall pick. He played college football for the California Golden Bears. Vereen became only the second player in Patriots postseason history to score both a rushing touchdown and a receiving touchdown in the same postseason game (Deion Branch is the other). In addition, he became only the third player in NFL history to score two receiving touchdowns and one rushing touchdown in a postseason game (Roger Craig and Ricky Watters are the others). On February 1, 2015, Vereen caught 11 passes for 64 yards and won Super Bowl XLIX with the Patriots. On March 10, 2015 Vereen signed with the New York Giants.

Jared Cook—is a tight end for the St. Louis Rams. He was drafted by the Tennessee Titans in the third round of the 2009 NFL Draft. He played college football at South Carolina. He finished his rookie season with 9 receptions for 74 yards in 14 games. In Cook's second season he appeared in all 16 games including one start. He finished the season with 29 catches for 361 yards and one touchdown against the Kansas City Chiefs.

Cook signed a five-year contract with the St. Louis Rams on March 12, 2013, where he finished the season with 51 receptions for 671 yards and 5 touchdowns.

Other notable celebrity athletes will be in attendance to sign autographs. Be sure to add these to your show schedule:

Jim Kelly—Pro-Football Hall of Fame Quarterback, Kelly has always been known for his toughness. He rose to fame as the quarterback for the Buffalo Bills, leading them to four straight AFC Championships, an accomplishment still unmatched in NFL history. Kelly retired from the NFL in 1997, and was inducted into the Pro-Football Hall of Fame in 2002, his first year of eligibility. In his post-football career, Jim has dedicated himself to his charity work, both through Kelly for Kids and Hunter's Hope Foundation, which he and his wife founded in the name of their son, Hunter, who lost his life to Krabbe Leukodystrophy in 2005. Kelly has also had his toughness tested by two bouts with cancer in 2013 and 2014. Currently in complete remission, Kelly continues to inspire his fans everywhere to be "Kelly Tough". He will join the show to sign autographs at the Fabrique booth 5067 on January 24 and 25th from 1:00 p.m.-2:00 p.m.

Dave Winfield—is a former Major League Baseball right fielder and over his 22-year career, he played for six teams: the San Diego Padres, New York Yankees, California Angels, Toronto Blue Jays, Minnesota Twins, and Cleveland Indians. Winfield is a 12-time MLB All-Star, a seven-time Gold Glove Award winner, and a six-time Silver Slugger Award winner. The Padres retired #31, Winfield's uniform number, in his honor. In 2004, ESPN named him the third-best all-around athlete of all time in any sport. Winfield retired in 1996 and was elected to the Baseball Hall of Fame in 2001, in his first year of eligibility. He was the first San Diego Padre player inducted into Cooperstown. Winfield is currently special assistant to the executive director of the Major League Baseball Players Association. Winfield will be in the appearance the Retro Brand booth 5081 on Monday, January 25th from 1:00 p.m.-3:00 p.m.

Also appearing, previously announced:

Nate "Tiny" Archibald – is a retired American professional basketball player. He spent 14 years playing in the NBA, most notably with the Cincinnati Royals, Kansas City, Omaha Kings and Boston Celtics. He is the only player to lead the league in scoring and assists in the same season. Archibald was selected in the second round of the 1970 NBA Draft (19th pick) by the Cincinnati Royals. He was also drafted by the Texas Chaparrals of the American Basketball Association. Archibald played for the Cincinnati Royals / Kansas City Kings from 1970–1976, the New York Nets from 1976–1977, the Boston Celtics from 1978–1983, and the Milwaukee Bucks from 1983–1984. He was named to the NBA's 50th Anniversary All-Time team and was inducted to the Naismith Basketball Hall of Fame in 1991. Archibald will appear Monday, January 25, 2016 of the show in the Inkredible, Inc. booth 8111 from 1:00 p.m. – 4:00 p.m. (note time change)

Ruben Sierra, former Major League Baseball outfielder, Sierra goes by the nicknames El Caballo and El Indio. Over 20 seasons, Sierra played for the Texas Rangers from 1986–1992, 2000–2001, 2003, Oakland Athletics from 1992–1995, New York Yankees from 1995–1996, 2003–2005, Detroit Tigers though 1996, Cincinnati Reds and Toronto Blue

Jays in 1997, the Chicago White Sox in 1998, Seattle Mariners in 2002, and the Minnesota Twins in 2006. Sierra made his major league debut on June 1, 1986 as an outfielder and hit a home run in just his second MLB at bat becoming the first Texas Rangers player to accomplish this feat. Sierra will be at the Zipguard booth 9068 from 11:00 a.m. -2:00 p.m. each day of the show.

A complete list of exhibiting brands, appearances and events are available on the Show Planner and on the Sports Licensing and Tailgate Show mobile app. Search Sports Licensing and Tailgate Show in your app store.

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About Sports Licensing and Tailgate Show

Held annually in Las Vegas, the Sports Licensing and Tailgate Show is the premier event for brand owners, licensors, licensees and retailers interested in sports licensed products. Home to over 350 exhibits and thousands of retailers, this is the only show of its kind to target the sports and tailgating market. Exhibiting companies hold the licenses for professional, collegiate and all other sports teams and represent all product categories. Visit www.sportstailgateshow.com for more information.

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