

## RESIGNATION MEDIA'S theCHIVE AND NASCAR DIGITAL MEDIA PARTNER FOR DIGITAL MARKETING CAMPAIGN

*Brands to Activate the Power of NASCAR and theCHIVE Audiences, Targeting Millennial Men Through Original Digital Content and Collaborative Campaign*

**Austin, TX (July 25, 2017)** –Resignation Media, the multiplatform digital media company with flagship brands theCHIVE and theBERRY, and NASCAR Digital Media today announce a partnership to launch a digital marketing campaign specifically targeting the millennial male.

The partnership will offer brands the opportunity to harness the power of millions of NASCAR fans and theCHIVE followers through visual storytelling, driver access and shareable social media content.

By combining NASCAR's passionate fan base and theCHIVE's highly engaged community of 'Chivers,' brands will be able to capitalize on original content that both generates buzz and grabs the attention of a coveted audience – 18 to 25-year-old males.

Initial partnership efforts will focus on consumer packaged goods, quick service restaurants, and automotive brands with an original content pitch offering popular NASCAR and theCHIVE talent. The program will roll out later this year.

theCHIVE is the #1 humor site on the web with more than 14 million unique visitors per month and a highly engaged audience that spends an average of 175 minutes visiting the site across all platforms. Its programming includes 'Daily Afternoon Randomness,' 'The Asking Couch,' and 'Dopamine Dump,' must-see features that fuel a passionate fan base with strong brand loyalty.

"There is no question that NASCAR is one of the most powerful sports brands in the world today. It's also a brand that resonates so strongly with our audience," said Leo Resig, Co-Founder of Resignation Media. "By producing exclusive content that will appeal to both fan bases we can deliver something that's extremely attractive to marketers looking to tap into a specific audience in special way."

In 2016, more than 57 million fans visited NASCAR digital platforms, including NASCAR.com, the NASCAR Mobile app and race-viewing products such as RaceView and NASCAR Drive. The popular platform, leveraged by multiple, globally-recognized brands, also eclipsed one billion page views for the third consecutive year.

"NASCAR and theCHIVE are alike in that we both have passionate fan bases that crave great content," said Jon Tuck, Chief Revenue Officer, NASCAR Digital Media. "This partnership creates a great opportunity for marketers to engage both communities in a fun and visually compelling way."

### **About theCHIVE**

theCHIVE is home to the top humorous, interesting and uplifting content from around the world. Brothers John and Leo Resig started theCHIVE as a photoblog in 2008, with a trickle of daily visits by friends and family. Since then, theCHIVE has become a multi-faceted digital entertainment brand with over 30 million users per month and 700+ million content views monthly. Backing theCHIVE's content is Chive Studios, a full-service production studio which was founded to create all original content, photo shoots and event activations.

Along with its multi-tiered entertainment content, theCHIVE is powered by its massive user base and charitable community. Users submit over 5,000 pieces of content daily and meet offline every week. Since its inception, theCHIVE's community has created regional groups that have met offline to "party with a purpose" and raise over \$5 million for charity.

### **About NASCAR**

The National Association for Stock Car Auto Racing, Inc. (NASCAR) is the sanctioning body for the No. 1 form of motorsports in the United States. NASCAR consists of three national series (Monster Energy NASCAR Cup Series™, NASCAR XFINITY Series™, and NASCAR Camping World Truck Series™), four regional series, one local grassroots series and three international series. The International Motor Sports Association™ (IMSA®) governs the IMSA WeatherTech SportsCar Championship™, the premier U.S. sports car series. Based in Daytona Beach, Fla., with offices in eight cities across North America, NASCAR sanctions more than 1,200 races in more than 30 U.S. states, Canada, Mexico and Europe. For more information visit [www.NASCAR.com](http://www.NASCAR.com) and [www.IMSA.com](http://www.IMSA.com), and follow NASCAR on [Facebook](#), [Twitter](#), [Instagram](#), and Snapchat ('NASCAR').

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