

Subject: Media Opportunity: Steph Curry Signs with Nike

To: Sam.Gordon@sfchronicle.com

Hello Mr. Gordon

My name is Presley Peraza, a Media Relations Specialist for NIKE, Inc. I enjoy reading your articles covering Steph Curry and the Golden State Warriors and wanted to offer you the opportunity to cover Steph Curry's new contract he signed with Nike. The two parties reached a formal agreement on March 10, 2026, following months of negotiations. The discussions began on November 20, 2025.

Attached is the fact sheet of our collaboration, including key information for a press release, as well as an interview with Steph Curry and a Nike representative about the contract. Let me know if you are interested in writing an article announcing the contract.

All the best,

Presley Peraza

Presley Peraza | Media Relations Specialist | NIKE Inc.

Subject: Kobe 6 Rerelease with New Colorway

To: 1989patbenson@gmail.com

Hello Mr. Benson,

My name is Presley Peraza, a Media Relations Specialist for NIKE, Inc. I enjoy reading your articles about shoe releases and would like to inform you about our upcoming release. We at NIKE are re-releasing the Kobe 6 Protros, and with this, we are releasing a new colorway for the models.

Attached is the fact sheet of our Kobe 6 Protro "Ice Blue" release. Please contact me if you are interested in writing an article announcing our release.

All the best,

Presley Peraza

Presley Peraza | Media Relations Specialist | NIKE Inc.
