



THE FIRST FEMALE-FOCUSED DIGITAL SNEAKER SHOW 'BLAZE' TO LAUNCH WITH BUSTLE DIGITAL GROUP AND SNKRINC

Female Trailblazers From Sneakers, Streetwear, Music and Fashion To Be Showcased On Millennial Website Elite Daily, Set For A Summer 2018 Debut

March 6, 2018 (New York, NY) – Bustle Digital Group (BDG) and SNKRINC announced today the launch of "Blaze," the first mainstream digital series dedicated to featuring the female sneakerheads and style gurus redefining sneaker culture. 'Blaze' is scheduled to premiere on BDG's Elite Daily website in mid-Summer 2018.

Elite Daily's female-forward audience delivers more than 20 million unique visitors each month who come to the site for trending topics and pop culture news, making it well suited to be the official home for "Blaze". The show will be distributed widely across Elite Daily's (@elitedaily) and SNKRINC's (@snkrinc) digital, OTT and social footprints.

"The timeliness of this partnership couldn't be more perfect. Sneaker culture continues to emerge as an interest amongst our female audience, and SNKRINC approached us with this engaging and relatable concept that focuses on trailblazing women and their individual journeys in a highly competitive industry," said Kate Robinson, BDG's SVP of Business Development. "This collaboration allows two experts in their respective fields - young millennial women and sneakers - to jointly create something unique and groundbreaking for our audience and advertisers."

"At SNKRINC, we are obsessed with covering sneaker culture in new and unique ways, and telling stories that nobody else is telling," said Dermot McCormack, SNKRINC Co-Founder. "There are so many personalities behind this industry, and through 'Blaze' we will showcase female pioneers and catalysts through our artistic lens and highly-engaged audience."

"Ultimately, 'Blaze' isn't just going to be a show, it will be a content platform that over time will include various extensions and experiences – both physical and digital – to further bring the stories to life. Bustle Digital Group is the perfect partner to deliver this series to an engaged audience," said Ivan Dudynsky, SNKRINC Founder, Chairman and Chief Creative Officer.

The pilot episode of 'Blaze' will feature the influencer/dancer Jadebug (@jadebug98) in Episode 1 slated to launch mid-Summer 2018 with thematic events throughout the year.

SNKR INC officially launched last October and the founders include Ivan Dudynsky, award winning creative executive and in-demand network television director, Brandon Rochon, multi-Cannes Lion award winning creative director and Chief Creative Officer at Kastner & Partners, Dermot McCormack, veteran digital strategist, programmer, and social innovator best known for his work at AOL and Viacom, and Audrey Morrissey, multi-E Emmy Award winning executive producer of the hit series The Voice.

About Bustle Digital Group

Bustle Digital Group is the largest premium publisher reaching millennial women. Every month, nearly 80 million readers turn to Bustle Digital Group publications — Bustle, Romper, and Elite Daily — for impactful conversation around the interests and issues engaging women today. Focusing on everything from pop culture to parenthood, Bustle Digital Group's content leverages the power of a diverse set of voices from coast to coast. Bustle Digital Group does business with over 300 global brands, and ranks among the most popular media companies with our demographic on social media. Bustle Digital Group was founded in 2013 and is headquartered in New York City.

About SNKRINC

Los Angeles-based SNKRINC represents global sneaker culture as a video-first media brand that tells the stories of the people, places and companies that drive a \$60 billion industry and vibrant world-wide conversation. From celebrities, designers, athletes, musicians, artists to CEO's, SNKRINC takes its viewers on a journey that celebrates the people who are defining style, driving creativity and impacting culture – all through the lens of the shoes on their feet.
@SNKRINC

About Elite Daily

Elite Daily is the ultimate digital destination for millennial women who are discovering the world, and themselves in the process. Reaching 19 million unique readers a month, Elite Daily delivers authentic and relatable content spanning entertainment, dating, lifestyle, fashion, beauty, and news. Elite Daily is a part of Bustle Digital Group, publisher of top women's websites, Bustle and Romper. www.EliteDaily.com

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