

CHARLIE SCOTT DESIGN

Philadelphia Wings Twitter Handle Jersey
Press Kit

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Photo Credit: Pete Lerro/ContrastPhotography.

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About the #TwitterJerseys

The Philadelphia Wings twitter handle jerseys began as an idea to increase exposure for the American Cancer Society charity night and made history as a first in American professional sports history. After the February 12th game against the Buffalo Bandits, the game-worn jerseys were auctioned off and all proceeds (over \$13,000) went to the American Cancer Society's Relay for Life. The Avon Grove School District's "Rock the Cure" group represented the American Cancer society and helped to add to the creative vision of the jerseys. The colors; teal (representing ovarian cancer) and pearl (representing lung cancer) are in memory of two Avon Grove teachers Joyce Perry and Cara Serpico who recently passed away as a result of the two cancers.

We were originally tasked with designing a unique, custom jersey design we worked with the Comcast Spectator marketing/PR team to create something which became much bigger than the jerseys themselves. [Click here](#) to view the process page and see the evolution of the jerseys.

After the official [Philadelphia Wings press release](#) on December 20th 2011, the initial buzz surrounding the jerseys began to build. With immediate coverage on [CNN](#), [Forbes](#), [NBC Sports](#), [Sports Illustrated](#), [Yahoo! News](#), [Philadelphia Business Journal](#), etc. the word was out and people were talking. Blogs and secondary news sources began highlighting the new use of twitter handles and debate the impact their use might have on all American professional sports.

The week of the game, press coverage really started to pick up; [Philadelphia's NBC 10](#), the [Philadelphia Inquirer](#), [Metro US](#), etc. all highlighted the event and its historical significance. All of the Philadelphia Wings players must have been pumped-up for the game because it was an exciting one. After multiple lead changes the Wings held on to a 14-13 victory over Buffalo and spirits were high among all of the fans who crowded into the Wells Fargo Center's "Cure Insurance Club" for the charity auction. The average jersey of a starting player was sold for between \$400-\$600 and the total auction raised over \$13,000 for the ACS.

While attending the auction it was clear that the Wings were the right team, at the right level to reinforce using twitter to interact with their fans. It's such a natural extension of what the players' already do. Donning suits and mingling with the 200+ fans who stay after the game, Wings players shake hands, take pictures, and answer fans questions individually...going out of their way to make the fans feel like they're part of the team. Unlike other mainstream sports stars who are inaccessible to most fans, the Wings show how much they truly care for their followers. By promoting interaction through twitter the players will only be more accessible to their incredibly passionate fan-base.

The days following the event yielded the most National news coverage as [ESPN's Sports-Center](#), [ESPN's First Take](#), [USA Today](#), [Forbes](#), etc. all covered the twitter jerseys. Contrary to early reactions, the response from the National media was mostly positive. ESPN anchors Steve Levy and Stuart Scott used the idea of putting twitter handles on the backs of their suits as a sign-off for the Monday Feb 13th Sports-Center.

Read on to view videos, news clippings, and blog posts which chronicle the first use of Twitter handles on jerseys in American professional sports.



[Watch a highlight reel of the Philadelphia Wings historic win over the Buffalo Bandits](#)



[Watch an interview with Wells Fargo Center Director Dustin Godsey on the Wings custom twitter jerseys](#)

About the Charity

While the jerseys received the majority of their notoriety for being a first in American professional sports and an innovative integration of social media; the underlying idea was to help raise money/awareness for the American Cancer Society. Yearly the Philadelphia Wings sponsor a charitable home-game for which customized charity specific jerseys are created, worn, and auctioned off during a post-game auction. This year all of the proceeds were in excess of \$13,000. In years past the customizations were consisted mainly of changing the normal jersey to a unique color (hot pink, neon green, etc.) but for 2012 the Comcast-Spectacor marketing department wanted to do something special.

While controversy swirled around the use of twitter handles; Was it a gimmick? Is this bad for the sport? Will other sports/teams follow in the Wings footsteps? One thing could be said for sure...people were talking. All of the press and publicity that the jerseys received was great, but the fact that the end goal was to raise money for charity made the whole event valid. These jerseys did more than just make a little splash in the sports world... they helped to make a difference.

Avon Grove School

Philadelphia Wings and Avon Grove Cancer Society Fight Cancer through Jersey Auction Fundraiser Feb. 12

The Philadelphia Wings and the Avon Grove Cancer Society from Avon Grove High School have teamed up to do a second game-worn jersey auction fund-raiser this year to help fight cancer. The auction will follow the Feb. 12, 4 p.m. game against the Buffalo Bandits.

Last year, the Wings partnered with Avon Grove's Rock the Cure group to do a jersey auction, which raised \$11,836.50 for Rock the Cure/the Four Diamonds Fund.

This year, the Wings will auction jerseys that will feature the colors teal (representing ovarian cancer) and pearl (representing lung cancer). The jerseys are in memory of Joyce Perry and Cara Serpico, both of whom were longtime employees of Avon Grove School District.

Also, for the first time ever, the Philadelphia Wings are using Twitter names on the back of the jerseys. Use of the twitter handles on the jerseys has received national press coverage.

The money raised at this year's Wings jersey auction will go to the American Cancer Society's Relay for Life.



A commemorative cancer graphic created by the Avon Grove School District in honor of their teachers who succumbed to cancer. This graphic is featured on the left sleeve of the jerseys



Photo from post-game jersey auction

SPORTSCENTER

Click the screenshots to view the video in your browser.



"It reminds me of the age old sports expression, it's not the logo on the jersey in front that's important, it's your Twitter handle on the back of the jersey which is the most important"

- Steve Levy, ESPN Sports Center



"That's the brilliant part of it; I mean, you're lacrosse, you need to do that. Now if we saw it in the NFL we would hate it...we'll hate it when it's a main stream sport. But lacrosse, you can do it."

- Michael Holley, ESPN First Take



bit.ly/yT1bWB

ESPN FIRST TAKE

Click the screenshots to view the video in your browser.



bit.ly/yVMeZw

Pro Lacrosse Team to have Twitter Handles on Jerseys.

Rick Chandler | Dec 29, 2011

The Philly Wings, a National Lacrosse League team, is putting players' Twitter handles on their jerseys for one game — vs. the Buffalo Bandits on Feb. 12. But that's not all. The Wings are requiring that all their players maintain a Twitter account. I see no way that could end badly.

They're not the first team to do the jersey Twitter thing. As we learned here on Halloween, the Spanish soccer team Valencia did it in September, followed by Mexico's First Division soccer team, Jaguares de Chiapas, a month later.

But the Wings' Twitter jerseys are a first in the U.S. for a pro sports team.

Every player on the Wings roster will have his Twitter handle stitched onto the back of his jersey, in place of traditional last names, as an effort to help increase engagement and awareness for use of the social media tool. The Wings front office staff will require each player on the team to create and/or maintain a Twitter account and will be holding a formal Twitter training session prior to the start of the season.

Yep, the Wings are requiring their players to use Twitter. Which could be beneficial to the team, but could also lead to chaos. See: Kasey Kahne, Shane Warne, Miguel Torres.

Reaction to the Wings' jerseys have been mixed.

The next step, of course, is live game interaction with fans. You could tweet Mark Sanchez about his decision to throw the ball out of bounds on a play to end the game, or suggest a play for Joe Flacco. Fun!

<http://offthebench.nbc.com/2011/12/29/pro-lacrosse-team-to-have-twitter-handles-on-jerseys/>



NBC 10

Click the screenshots to view the video in your browser.



bit.ly/Ahmnl1





Click the screenshots to view the video in your browser.



<http://bit.ly/rKtHzl>

“I think this is a great idea...this will be the first US team that has tried this...and it’s great because if you think about it in football, if a dude misses a block you could tweet him...it’d be kinda cool.”

- Carlos Diaz, CNN Morning Express

Forbes (Pre-Game)

Pro Lacrosse Team Replaces Names With Twitter Handles On Jerseys

Alex Knapp | Dec 30, 2011

In case you weren't sure if the age of social media had firmly arrived, this should clinch it. For the first time (in the United States), a professional sports team has replaced the names of its players on their jerseys with their Twitter handles.

The Philadelphia Wings, a professional lacrosse team, is seeking National Lacrosse League approval to replace its players' names with their Twitter handles for a game to be played on February 12. The jerseys will be auctioned off after the game, with proceeds going to benefit the American Cancer Society.

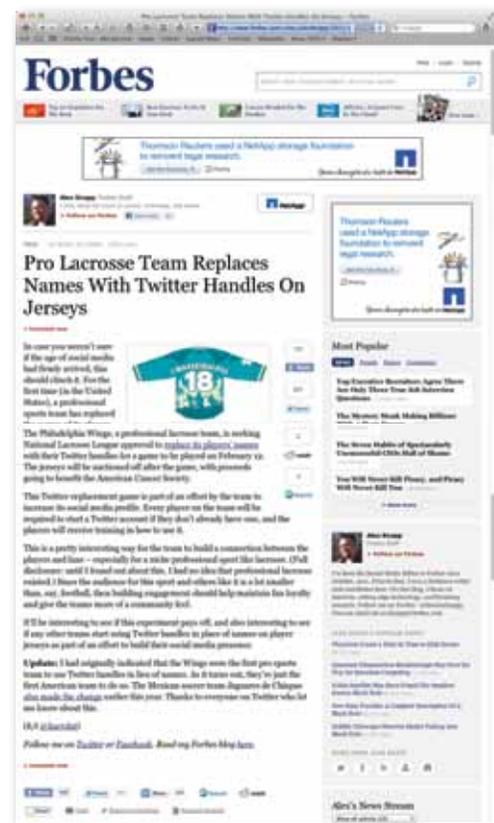
This Twitter-replacement game is part of an effort by the team to increase its social media profile. Every player on the team will be required to start a Twitter account if they don't already have one, and the players will receive training in how to use it.

This is a pretty interesting way for the team to build a connection between the players and fans — especially for a niche professional sport like lacrosse. (Full disclosure: until I found out about this, I had no idea that professional lacrosse existed.) Since the audience for this sport and others like it is a lot smaller than, say, football, then building engagement should help maintain fan loyalty and give the teams more of a community feel.

It'll be interesting to see if this experiment pays off, and also interesting to see if any other teams start using Twitter handles in place of names on player jerseys as part of an effort to build their social media presence.

Update: I had originally indicated that the Wings were the first pro sports team to use Twitter handles in lieu of names. As it turns out, they're just the first American team to do so. The Mexican soccer team Jaguares de Chiapas also made the change earlier this year. Thanks to everyone on Twitter who let me know about this.

<http://www.forbes.com/sites/alexknapp/2011/12/30/pro-lacrosse-team-replaces-names-with-twitter-handles-on-jerseys/>



Forbes®

Forbes (Post-Game)

The Lines Between Social Media And Sports Continue To Blur

Steve Olenski | Feb 13, 2012

The Philadelphia Wings of the National Lacrosse League (NLL) made history yesterday by becoming the first professional sports team in North America to don jerseys that had their Twitter names on the back of their jerseys. Could this be the sign of things to come as more sports teams look for ways to engage their fans through the use of social media?

Social media is all about engagement—engaging in conversations that heretofore were not possible. And when it comes to sports and athletes, we fans love to engage with our favorite players.

Recently the NFL allowed its players to tweet from the sidelines during the Pro Bowl—a bold move indeed, especially from the No Fun League.

Of course the Pro Bowl is a glorified exhibition at best and I don't think we'll see ANY league allow for “real” in-game social media usage, but yesterday one professional sports team upped the proverbial ante and it will now be curious to see if other teams follow suit.

The team in question is the Philadelphia Wings of the NLL and their bold move to allow its players to replace their last names on the back of their jerseys with their Twitter handles was a natural progression according to Dustin Godsey, director of marketing for the Wells Fargo Center — home of the Wings.

“Social media is becoming more prevalent in sports marketing plans,” said Godsey who also predicted this move could impact how other sports teams look at the use of social media when it comes to marketing their teams and players.

Wait And See

I think you're going to see other teams in not just the NLL but ALL professional sports leagues, take a wait and see attitude regarding the use of Twitter handles on jerseys.

I don't think you're going to see “@KingJames” on the back of a Miami Heat jersey anytime soon but—on the other hand, just imagine what that would do for sales of LeBron James' jerseys? Suddenly kids and grownups alike will want to rush out to buy their LeBron “Twitter” jersey. And that's just one star in one sport. Factor in ALL sports and ALL stars with Twitter handles and, cha-ching indeed.

Then of course we would see the sneakers come out with Twitter handles on them...I mean you can't wear a Twitter jersey and not wear the matching Twitter sneakers, right?

You know what...Forget what I said about “... not seeing “@KingJames” on the back of a Miami Heat jersey anytime soon.”

Read more using link below

<http://www.forbes.com/sites/marketshare/2012/02/13/the-lines-between-social-media-and-sports-continue-to-blur/>



Forbes®

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Indoor lacrosse team uses Twitter handles on jerseys

Mike Foss | Feb 15, 2012

The Philadelphia Wings of the National Lacrosse League made unconventional history Sunday in a 14-13 win against the Buffalo Bandits. The Wings say they became the first pro sports team in history to use their player's Twitter handles on the back of their jerseys.

"Incorporating Twitter was just another way of making our players even more accessible to our fans," Wings spokesman Zack Lloyd said.

The Wings have an active roster of 23 players, about half of which had Twitter accounts before the start of the season in December when the jerseys were approved by the league.

"When the Twitter uniforms were approved, we had to sit down with about half of the guys on the team and give them a social media tutorial," Lloyd said. "For the most part, everyone has really enjoyed using it and interacting with fans."

Philadelphia's official Twitter account has 2,815 followers and has received a significant boost in exposure since debuting the uniforms. The uniforms will be auctioned with the proceeds to benefit the American Cancer Society's fight against lung and ovarian cancers.

"The Wings are obviously competing with some big teams in Philadelphia," Lloyd said. "This has been a great way to get attention locally and nationally for our team."

The Wings are second in the four-team Eastern Conference at 3-2. Their final game of the 16-game regular season is April 28.

<http://www.usatoday.com/sports/story/2012-02-15/lacrosse-team-uses-twitter-handles-as-jersey-names/53109090/1>



Sports Illustrated

Wave Of The Future?

The Philadelphia Wings of the National Lacrosse League will have their Twitter handles on the back of their jerseys for a game in February. I wish the NFL would do this and Warren Sapp was still playing so "QBKILLA" would be on his jersey.

<http://sportsillustrated.cnn.com/2011/extramustard/hotclicks/12/29/lindsay-ellingson-baseballs-year-of-pujols/index.html#ixzz1lzvbm87G>



Sports Illustrated

93.3 WMMR

Philadelphia Wings Game and Jersey Auction for the American Cancer Society and Chris Sanderson

WHERE · Wells Fargo Center

WHEN · Sunday, February 12, 2012

TIME · Game: 4pm Auction: After the Game

Avon Grove High School is selling tickets (all lower level) for the February 12, 2012 Wings game. All tickets are \$15/no refunds or exchanges. After the game, there will be a live jersey auction to raise money for the American Cancer Society and Chris Sanderson. Chris Sanderson is a former goalie for the Philadelphia Wings who is currently battling cancer. For tickets contact: Tracey at thappold@avongrove.org

<http://www.wmmr.com/events/community/Details.aspx?ID=275457>



93.3 WMMR ROCKS!

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Philadelphia Business Journal

Pro Team to Sport Twitter Handles Instead of Names on Jerseys

John George | Dec. 23, 2011

Here's a new twist on the intersection of social media and sports. The Philadelphia Wings of the National Lacrosse League are replacing the names normally found on the back of players' jerseys with their Twitter handles for the team's Feb. 12 game. The Wings front office staff will require each player on the team to create or maintain a Twitter account, and will be holding a formal Twitter training session prior to the start of the season. Team officials said the Wings will be the first American professional sports team to use Twitter handles in place of last names on their jerseys. The game-worn jerseys will be auctioned off to fans and the proceeds will be donated to the American Cancer Society. The game at the Wells Fargo Center will be against the Buffalo Bandits, starting at 4 p.m.

<http://www.bizjournals.com/philadelphia/news/2011/12/21/pro-team-to-sport-twitter-handles.html>



Social Media Star Winners

Philadelphia Business Journal Social Media Stars: Slideshow

Philadelphia Business Journal | Feb. 10, 2012

Philadelphia Wings — The Wings will be the first American professional sports team to use Twitter handles in place of last names on their jerseys. Afterward, the jerseys will be auctioned off for charity. (Pictured: Nikki Varoutsos, director of marketing, Philadelphia Wings; Dustin Godsey, director of marketing, Wells Fargo Center; Zack Lloyd, assistant marketing manager, Wells Fargo Center; and Tyler Wright, assistant marketing manager, Philadelphia Wings.).

http://www.bizjournals.com/philadelphia/news/2012/02/10/philadelphia-business-journal-social.html?s=image_gallery&img_no=7



Congrats to Dustin, Nikki, Zack, and Tyler!

PHILADELPHIA
**BUSINESS
JOURNAL**

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Gimmicks Aside, the Philadelphia Wings' Twitter Experiment Could be the Future of Promotion for the NLL

Andrew McKay | Jan. 4, 2012

At Ohio State, there's talk of banning Twitter outright. Meanwhile, the Philadelphia Wings are making it mandatory. In a move that garnered a lot of buzz (good) over the holidays (bad), the National Lacrosse League's Philadelphia entry has come up with something that lies between a gimmick and a stroke of genius. The team says it will replace its players' names with Twitter handles on jerseys for its February 12 game. The jerseys will then be auctioned off, with proceeds going to the American Cancer Society (see sample above - although it's not officially the jersey, nor has the entire scheme yet been approved).

The Twitters handles on the jerseys is the part of the story that's garnered all the hoopla. But one game's worth of attention isn't a big deal. It's not like there are Twitter fans who are going to buy tickets just so they can get a jersey with @BigDaws02 on the back (that's not to say nobody wants Paul Dawson's jersey; he's a fan favourite. But his jersey, as well as the rest of them, will likely be snapped up by someone who would have gone to the game anyway).

The more significant part of this story is that in advance of the fundraising game, the Wings are making it mandatory for all of the team's players to get on Twitter. Makes sense; what value is there in a jersey belonging to a player with no Twitter handle? So we've seen a flock of Wings picking up Twitter over the last couple of weeks, including Bill McGlone (@billmcglone33), and newcomer and former league MVP Dan Dawson (@DanDawson6): Reaction to the plan has been mixed. Some old-school types refuse to accept the integration of social media into the sports experience. (We can tell you, anecdotally, how wrong Bill Robinson is; the bigger the event, the more people want to share the experience. Our live chat during the 2010 Olympic hockey gold medal game drew tens of thousands; and Twitter during this week's world junior semifinal positively blew up.)

The challenge isn't in making non-believers understand the purpose of Twitter; it's in getting the sports world to accept why Twitter is crucial. Last year, we wrote about how NLL teams in Washington and Calgary use Twitter to keep in touch with each other. Since then, the medium has evolved and now fans expect to be able to interact with their favourite players. Last year, the Toronto Rock had maybe three players on Twitter; this season, almost the whole team is using it for everything from football talk to pre-game chatter.

For the Rock, getting players on Twitter has been a focal point since communications manager Mike Hancock took over last season. The Rock's tweeting world was boosted when owner Jamie Dawick played in the World Series of Poker last summer, and kept fans abreast of his progress by tweeting.

"Our players have been very receptive to the idea of getting closer to our fan base through the use of Twitter," Hancock told Eh Game.

Read more using link below

<http://sports.yahoo.com/top/blog/canada/post/gimmicks-aside-the-philadelphia-wings-twitter-experiment-could-be-the-future-of-promotion-for-the-nll?urn=top.wp911>



YAHOO!
Sports

Wings to Ditch Names in Favor of Twitter Handles on Jerseys

Kevin Girilli | Feb. 10, 2012

There will be no names on the backs of the Philadelphia Wings' jerseys when the team hosts the Buffalo Bandits at 4 p.m. Sunday at the Wells Fargo Center. But that doesn't mean you won't be able to recognize them. They'll be making history as the first North American professional sports team to put Twitter handles - the user names for people who use the popular social networking website - on their shirts.

"This breaks down a barrier between fans and players," said Wings player Max Seibald, who has more than 3,500 Twitter followers. "NHL players are known for their accessibility, and this is just another way we're encouraging fan interaction."

The jerseys will be auctioned off after the game, with proceeds benefiting the American Cancer Society.

The precedent the Wings franchise is setting could influence other professional sports teams, said Dustin Godsey, the Wells Fargo Center's director of marketing.

"Social media is becoming more prevalent in sports marketing plans," Godsey said. "We knew it hadn't been done before and that there were even some questions about whether it was a good idea - should we really be encouraging our players to tweet?"

Some university administrators don't think so. Schools such as Villanova have hired Varsity Monitor, a social media monitoring company founded in 2010, to track players' Facebook and Twitter activities.

"Athletes represent both themselves and the team and must act in a way - both off-line and online - that reflects positively," said Sam Carnahan, Varsity Monitor CEO.

He said social media have created "unprecedented access" to the players for fans, which can create more loyalty and fan engagement with the organization. But it can also create issues with fans and athletes, too.

Villanova sophomore Samuel Ellison, who runs on the track team, said he first opposed the agreement but changed his mind.

"Imagine if Tim Tebow had a picture of him drinking underage come out when he was in college. It'd be a big deal," Ellison said. "At first I was against it, but this is preparing us for the real world - you can't show yourself in a negative light when you're representing something bigger than yourself."

Godsey said that the Wings coaching staff will handle whether players' tweets are appropriate and determine protocol for Twitter violations.

Read more using link below

http://www.philly.com/philly/sports/wings/20120210_Wings_to_ditch_names_in_favor_of_Twitter_handles_on_jerseys.html?ref=twitter.com



The Philadelphia Inquirer

philly.com

Tweet, tweet: Wings to Make History via Social Media

Remember Rod Smart?

He was the XFL player who wore the jersey with the name "He Hate Me" emblazoned on the back.

While the wrestling/football mash-up didn't make it past one season, Smart gained national recognition and parlayed his fame into a short-lived NFL career. Smart even spent some time on the Eagles' roster in 2001.

Now the Philadelphia Wings will make headlines this Saturday, when they host the Buffalo Bandits at 4 p.m. at the Wells Fargo Center. Wings players will wear jerseys with their Twitter handles on the back, instead of last names. Players were required to create Twitter accounts before the season just for the occasion. The Wings are auctioning off the game-worn jerseys with proceeds going to the American Cancer Society.

"It's perfect, right?," said backup goaltender Kurtis Wagar, who added half of his teammates had no clue how to use Twitter two months ago. "It's gotten us a lot of exposure already and it's for a good cause. The more people that know about the league, the better."

The 26-year-old Wagar is one of the most active Twitter members on the Wings' roster. His handle is @PatrickSwagzee.

"It's pretty funny, I think," Wagar said of his handle. "Plus I'm a big Patrick Swayze fan. 'C'mon, Point Break? ... Youngblood is probably my favorite Swayze movie."

But not all National Lacrosse League (NLL) players share Wagar's enthusiasm.

"One game too many. Gimmick like this sets the league back and makes us look like a joke," Washington Stealth forward Jeff Zywicki tweeted Dec. 20 from his account, @Zywicki67.

That sounds a bit like sour grapes. After all, most professional athletes already use the social media network, so why not use it to help promote your product? In this case, that's the Wings and the entire NLL.

"It's the perfect league to do something like that in," said Wagar. "The NFL, the NHL, they couldn't do it. I know the nay-sayers are calling it a bush league kind of thing, but why not? It's a fun thing and the money is going to charity."

Why not is right.

<http://www.metro.us/philadelphia/sports/article/1091573--tweet-tweet-wings-to-make-history-via-social-media>



Lacrosse Magazine

A Nod of Support for Wings' Twitter Experiment

Corey McLaughlin | Dec. 20, 2011

In the 19th century, they called them Luddites, the people who were against changes produced by the Industrial Revolution because the advances put them out of work. To show their opposition, they destroyed machines. For example, ones used to weave cloth.

As rumors began of what became official Tuesday afternoon — that the National Lacrosse League's Philadelphia Wings will use players' Twitter handles on the backs of jerseys for one game, instead of their last names — modern day Luddites out there emerged.

They said the move that would mix modern technology with a lacrosse game was a poor decision by the team and would damage the NLL's reputation. They, ironically, made their opinions known on Twitter.

"One game too many. Gimmick like this sets the league back and makes us look like joke," Washington Stealth forward Jeff Zywicki tweeted from his account, @Zywicki67.

"Just heard an NLL team will be replacing front jersey logo with each players' Facebook profile pic. #justforonegame," the Edmonton Rush's Zack Greer tweeted sarcastically on his account, @ZackGreer88.

Why the hate?

Twitter, like technological advancements that came during the Industrial Revolution, is a giant development in our current Information Age. It's powerful. It's direct. It's instant. It's not going away anytime soon, and if it does, something like it will replace it. Remember AOL Instant Messenger? Twitter is just an advanced form of that. Think of Tweets of constantly updated away messages.

As it relates to lacrosse and the NLL, social media of any kind can be used to directly connect players and coaches with fans. We use it @LacrosseMag and @USLacrosse. Why not make it obvious that this relationship is out there to be had?

According to a press release from the Wings on Tuesday, each player will have his Twitter handle stitched onto the back of his jersey, in place of traditional last names, "as an effort to help increase engagement and awareness for use of the social media tool." That sounds good.

The Wings front office staff will require each player on the team to create and/or maintain a Twitter account and will be holding a formal Twitter training session prior to the start of the season. That sounds good, too.

[Read more using link below](#)

<http://laxmagazine.com/blogs/author/mclaughlin/12.20.2011> at 5.10 p.m. by Corey McLaughlin



Lacrosse

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PHILADELPHIA WINGS PLAYERS REPLACE LAST NAMES WITH PERSONAL TWITTER HANDLES ON UNIFORMS DURING GAME AT WELLS FARGO CENTER ON FEBRUARY 12

For the first time in American pro sports history, the Philadelphia Wings of the National Lacrosse League (NLL) will feature players' Twitter handles on the back of their jerseys in place of traditional last names for the team's game against the Buffalo Bandits at Wells Fargo Center, Sunday February 12 at 4 p.m.

Since formally receiving NLL approval for the jerseys in December 2011, every player on the Wings has registered for a Twitter handle. Several of the new 'tweeters' have embraced the social media tool as a way to connect on a more personal level with fans while also strengthening bonds with their teammates.

Following Sunday's game, the one-of-a-kind, game-worn Twitter jerseys will be auctioned off with proceeds benefiting the American Cancer Society.

Outside of making social media history, the Wings (2-2) will square off against the Buffalo Bandits (2-3) in a match-up that could have far-reaching effects in the East Division standings. Just one game separates the first and last place teams in the East and whichever team wins this game will have a leg up in the early playoff race.

The Wings already defeated the Bandits on the road this season, a 13-10 victory on January 27 in which Philadelphia outscored Buffalo 6 to 1 in the decisive fourth quarter. Since starting 2-0, the Bandits have dropped three consecutive games and will be looking to get back on track while the Wings look to rebound from a 15-6 loss to Toronto last weekend.

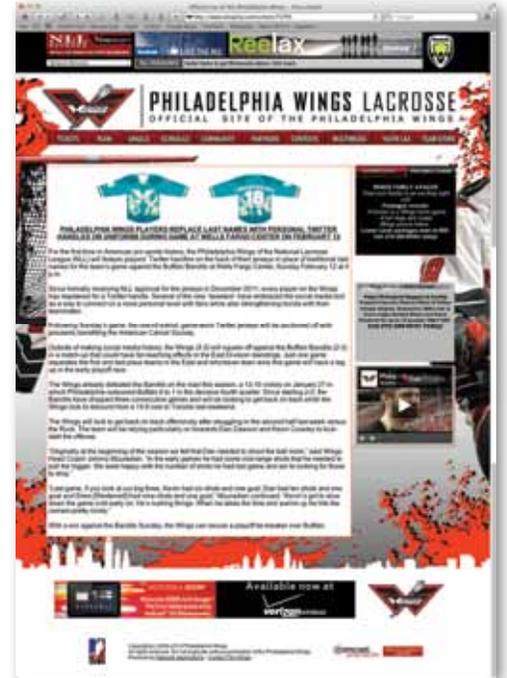
The Wings will look to get back on track offensively after struggling in the second half last week versus the Rock. The team will be relying particularly on forwards Dan Dawson and Kevin Crowley to kick-start the offense.

"Originally at the beginning of the season we felt that Dan needed to shoot the ball more," said Wings Head Coach Johnny Mouradian. "In the early games he had some mid-range shots that he needed to pull the trigger. We were happy with the number of shots he had last game and we're looking for those to drop."

"Last game, if you look at our big three, Kevin had six shots and one goal, Dan had ten shots and one goal and Drew [Westervelt] had nine shots and one goal," Mouradian continued. "Kevin's got to slow down the game a bit early on. He's rushing things. When he takes the time and warms up he hits the corners pretty nicely."

With a win against the Bandits Sunday, the Wings can secure a playoff tie-breaker over Buffalo.

<http://www.wingslax.com/article/73795>



Sports Business Journal

Twitter Names for Wings Jerseys

The Philadelphia Wings of the National Lacrosse League are replacing the names normally found on the back of players' jerseys with their Twitter handles for the team's Feb. 12 game against the Buffalo Bandits. The Wings will require each player on the team to create or maintain a Twitter account, and will be holding a formal Twitter training session prior to the start of the season.

Read more using link below

<http://www.sportsbusinessdaily.com/Journal/Issues/2012/01/02/Coast-to-Coast/Coast-to-Coast.aspx>



Our Sports Central

Wings Players to Wear Twitter Handles on Uniforms for February 12th Game

For the first time in American pro sports history, the Philadelphia Wings of the National Lacrosse League (NLL) will feature players' Twitter handles on the back of their jerseys in place of traditional last names for the team's game against the Buffalo Bandits at Wells Fargo Center, Sunday February 12 at 4 p.m. Since formally receiving NLL approval for the jerseys in December 2011, every player on the Wings has registered for a Twitter handle. Several of the new 'tweeters' have embraced the social media tool as a way to connect on a more personal level with fans while also strengthening bonds with their teammates.

Read more using link below

<http://www.oursportscentral.com/services/releases/?id=4352337>



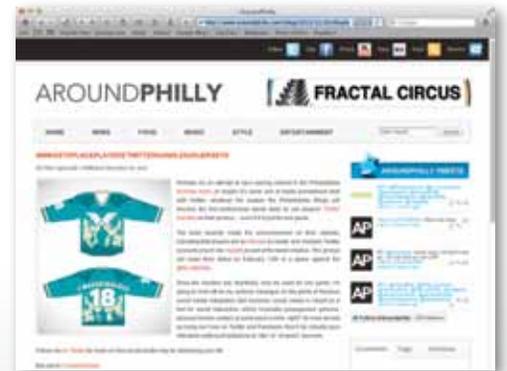
Around Philly

#WINGSTOPPLACEPLAYERS'TWITTERHANDLESONJERSEYS

Perhaps it's an attempt to spur waning interest in the Philadelphia lacrosse team, or maybe it's some sort of inside promotional deal with Twitter- whatever the reason- the Philadelphia Wings will become the first professional sports team to use players' Twitter handles on their jerseys... even if it is just for one game.

Read more using link below

<http://www.aroundphilly.com/blog/2011/12/20/thephiladelphiawingswillplaceplayerstwitterhandlesonjerseys/>



SB Nation

Pro Lacrosse Team To Wear Twitter Jerseys

TPro lacrosse purists, all nine of them, are not going to like this. Instead of last names, players for the National Lacrosse League's Philadelphia Wings will wear jerseys with their Twitter handles on them for the team's Feb. 12 game. While you might expect to see a lot handles that read @LaxFloBroYo or @ChordBentleyIV, one look at the team's Twitter roster proves it's all rather tame. Goalie Kurt Wagar is bound to take home the most memorable jersey of the day for @PatrickSwagzee. [Read more using link below](#)

<http://www.sbnation.com/2011/12/30/2671272/pro-lacrosse-twitter-jerseys-wings-philadelphia-nll>



Lacrosse Allstars

NLL Exploiting the Benefits of Social Media

For the second time in history, a professional sports team will forego the traditional last name banner on the backs of their uniforms, in favor of social media handles. On February 12, the Philadelphia Wings will have each player don their Twitter names on the backs of their jerseys in hopes of creating a greater connection with current and future fans. [Read more using link below](#)

<http://laxallstars.com/nll-exploiting-the-benefits-of-social-media/>



In Lax We Trust

Philadelphia Wings Twitter Jersey Drawing National Attention

Whether you like the move or hate it, it is doing what it was meant to do, and that is draw national attention. Several national news publications have picked up on the news of the Philadelphia Wings using their twitter handles on uniforms. [Read more using link below](#)

<http://www.inlaxwetrust.com/2011/12/30/2670813/philadelphia-wings-twitter-jersey-drawing-national-attention>



SocialMediaToday

The Lines Between Social Media and Sports Continue to Blur

The Philadelphia Wings of the National Lacrosse League (NLL) made history on February 12th by becoming the first professional sports team in North America to don jerseys that had their Twitter names on the back of their jerseys. Could this be the sign of things to come as more sports teams look for ways to engage their fans through the use of social media?

Read more using link below

http://socialmediatoday.com/node/445858&utm_source=feedburner_twitter&utm_medium=twitter&utm_campaign=autotweets



IL Indoor

Philadelphia Wings To Feature Players' Twitter Handles On Jerseys

The @PhillyWings of the @NLLNetwork announced today that the team will be revolutionizing jerseys by using Wings players' Twitter handles as their nameplate for the team's game against the @NLLBandits at @WellsFargoCtr on Sunday, February 12 at 4 p.m.

Read more using link below

<http://www.ilindoor.com/2011/12/20/philadelphia-wings-to-feature-players-twitter-handles-on-jerseys/>



France24

Team to replace jersey names with Twitter handles

AFP - Plenty of professional athletes in the United States have gotten themselves into trouble using Twitter.

But a pro US lacrosse team is going to require its players to tweet -- and even replace the name on the back of their jersey with their Twitter handle.

Read more using link below

<http://www.france24.com/en/20111230-team-replace-jersey-names-with-twitter-handles>



The 700 Level

@PhillyWings Introduce North America to Twitter Jerseys

Ordinarily, the debate on tastefulness and sports jerseys revolves around advertising, when it's acceptable and when it isn't, if ever at all. Obviously ads are a staple of soccer kits, and nobody seems to mind minor league teams earning some extra revenue, but there would be a serious outcry about the purity of the game if the Phillies opened 2012 with a Tastykake patch on their arm.

[Read more using link below](#)

<http://www.the700level.com/02/12/12/PhillyWings-Introduce-World-to-Twitter-J-/landing.html?blockID=649820&feedID=8510&qv=1>



Daily Disruption

Twitter Takes The Field – Philadelphia Wings To Replace Names On Jersey's With Twitter Handles

The @PhillyWings of the @NLLNetwork announced today that the team will be revolutionizing jerseys by using Wings players' Twitter handles as their nameplate for the team's game against the @NLLBandits at @WellsFargoCtr on Sunday, February 12 at 4 p.m.

[Read more using link below](#)

<http://www.dailydisruption.com/2011/12/twitter-takes-the-field-philadelphia-wings-to-replace-names-on-jerseys-with-twitter-handles/>



Bretibart

Team to replace jersey names with Twitter handles

Plenty of professional athletes in the United States have gotten themselves into trouble using Twitter. But a pro US lacrosse team is going to require its players to tweet -- and even replace the name on the back of their jersey with their Twitter handle.

The Philadelphia Wings said the jerseys featuring Twitter handles instead of player names will be worn for the February 12 game against the Buffalo Bandits.

[Read more using link below](#)

<http://www.breitbart.com/article.php?id=CNG.0486895624c292f72793594c9135bf0c.461>



Comprehensive Links List

[USA Today](#)

[Forbes \(Post-Game\)](#)

[CNN](#)

[NBC 10](#)

[ESPN Sportscenter](#)

[ESPN First Take](#)

[Philadelphia Business Journal](#)

[NBC Sports](#)

[Forbes](#)

[Metro.US](#)

[Philadelphia Wings](#)

[Lacrosse Magazine](#)

[In Lax We Trust](#)

[Daily Disruption](#)

[Yahoo! Sports](#)

[SB Nation](#)

[Cabrini College Loquitur](#)

[Our Sports Central](#)

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[Breitbart](#)

[Phanaticmag](#)

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[Sports Illustrated](#)

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[The 700 Level](#)

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[Rant Sports](#)

[New Media Rockstars](#)

[WLTX](#)

[The Lax Hostel](#)

[Buzzom](#)

[RittenHoused](#)

[RizzoTees](#)

[The Star](#)

[Lax Tweets](#)

[Who Talking](#)

[CSD Facebook](#)

[IL Indoor](#)

[Yahoo! News](#)

[BroBible](#)

[Sumo Skinny](#)

[Cosby Sweaters](#)

[Lacrosse Allstars](#)

[93.3 WMMR](#)

[Philadelphia Inquirer](#)

[France24](#)

[Around Philly](#)

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Twitter Reactions

Following the #TwitterJerseys buzz

@dodropdo | 12 Feb 2012

One small step for man and a giant leap for @PhillyWings #TwitterJerseys

@Dwestyl426 | 13 Feb 2012

4 followers from 1000. Thanks to @PhillyWings twitter jerseys!

@maxseibald42 | 13 Feb 2012

@phillywings got some love on Sportscenter this morning after a big W last night! #twitterjerseys fb.me/1eTXratml

@mollymita | 13 Feb 2012

Really excited for the @PhillyWings **receiving so much press coverage** for their amazing marketing strategy for an even more amazing cause

@bigdaws02 | 12 Feb 2012

Lot of hype for the #twittergame today! Pumped to get going #earnit

@ChrisRosie22 | 12 Feb 2012

The Philadelphia Wings picked up 50 new twitter followers during their #TwitterJerseys game today.

@PhillySportsHub | 12 Feb 2012

The Wings Will Wear Twitter Handles on Their Jerseys Tonight bit.ly/AwhfWu

@TheLaxHostel | 12 Feb 2012

Wings make US pro sports history with Twitter Jerseys... yfrog.com/h4x8bkvkj

@iTsJaker78 | 12 Feb 2012

@PhillyWings: **#TwitterJerseys are lookin pretty sweet**

@TheAmazingBrad | 12 Feb 2012

@PhillyWings they're awesome. **I want to buy one for myself!!** #TwitterJerseys

@MarcLasplino | 12 Feb 2012

"@AnthonyIacovone: Section 120 row 15 seat 6 #wingsgame" #TwitterJerseys are fresh

@ron_gallo | 12 Feb 2012

This whole #twitterjersey thing started by the @PhillyWings is going to become commonplace #makingportshistory

@MarilynMonBRD | 12 Feb 2012

Good luck to the @PhillyWings from the UK! Excited about the Twitter jerseys, and may even stay up to watch. You never know, I'm a wildcard.

@InsurewithAAA | 12 Feb 2012

Social Media & Sports = Perfect Match @PhillyWings making history as the first USA pro sports team to wear twitter handles on jerseys.

@abstraktmg | 11 Feb 2012

Interesting: National League Lacrosse's @PhillyWings to have players' Twitter handles as their nameplate on jerseys - wingslax.com/article/73609

@phillysport | 10 Feb 2012

On Sunday, the @PhillyWings will become first North American pro sports team to ditch jersey names for Twitter handles: is.gd/sdGRSH

@sportsbized | 10 Feb 2012

Love this! @phillywings featuring players' Twitter handles on back of jerseys instead of last names for upcoming game bit.ly/yzPWKO

@PhillyWings | 8 Feb 2011

#TwitterJerseys **will make history Sunday** as Wings are first American team replace last names with handles! wingslax.com/article/73795 #WingsLAX

@jobu215 | 7 Feb 2012

Best sports jersey idea since HeHateMe. RT @phila_lex: Wings host Twitter jersey night ow.ly/8VUOC (via @Lindsay_L_Lewis)

@WellsFargoCtr | 30 Dec 2011

The @PhillyWings twitter jerseys (benefitting @americancancer) is **drawing national attention**...check out the stories: ow.ly/8ekSR

@dbrock17 | 20 Dec 2011

I think this is exactly why the @PhillyWings wanted to do it **..Got you talking**

Sports and Social Media Infographic

Photo Credit: GMR Marketing

GMR

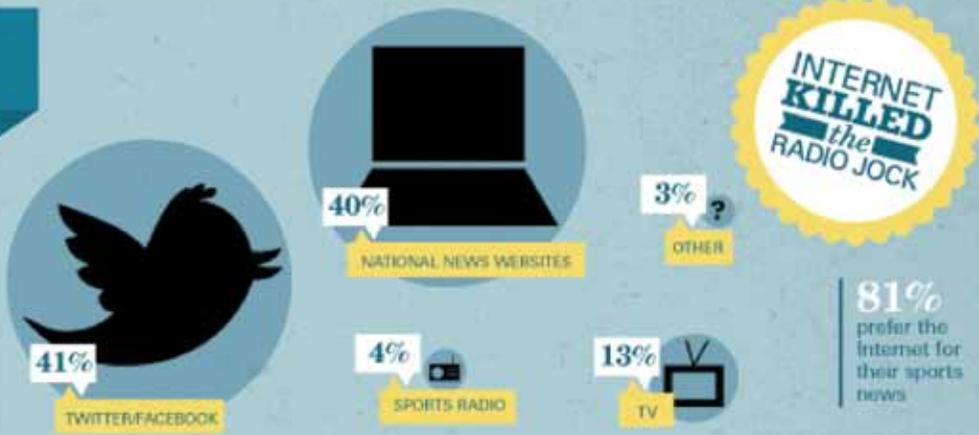
SPORTS and SOCIAL MEDIA



Now more than ever, sports fans are using social media to stay connected with news outlets, sports personalities and each other. To get a better understanding of this phenomenon, we took to the virtual stands with a clipboard. Our survey results may surprise you.

1 IN SPORTS MEDIA, SOCIAL LEADS THE PACK

Remember when you switched on the radio for the latest sports news? (Back when air travel was glamorous? And movies cost a nickel?) Well, gramps, those days are long gone. Today, people are ten times more likely to check Twitter or Facebook for breaking news than sports radio. In fact, 81% prefer the Internet for their sports news, period. This is radio, signing off.



WHAT'S THE BEST SOURCE FOR BREAKING SPORTS NEWS?

2 SPORTS FANS WILL GO SOCIAL JUST ABOUT ANYWHERE

Wonder why productivity at your office might be down? 33% will even do it during a meeting. But the distraction doesn't stay inside the office: 9% will check up on their favorite team while attending church. For the avid sports fan, no place is sacred.



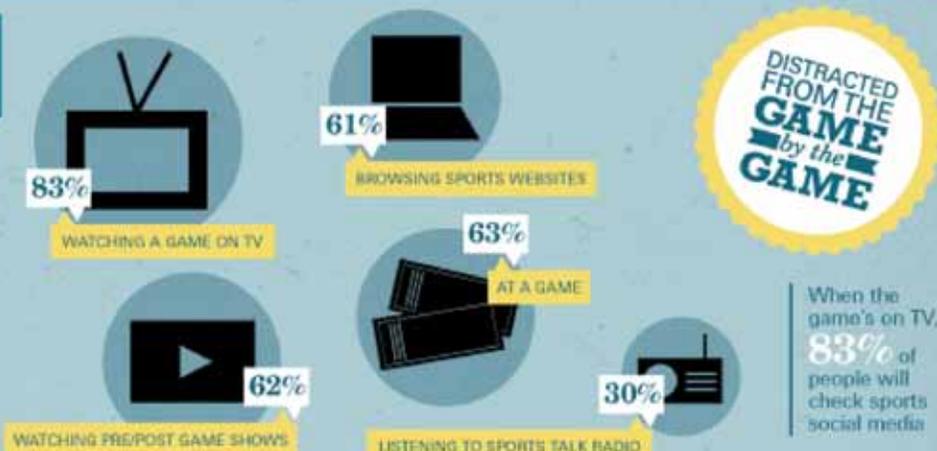
WHERE HAVE YOU USED SOCIAL MEDIA FOR SPORTS INFO?

Sports and Social Media Infographic

Photo Credit: GMR Marketing

3 SOCIAL EVEN EXTENDS TO THE GAME ITSELF

What's the one thing that can distract people from the game? Getting updates during the game. When the game's on TV, 83% of people will check sports social media. 63% will even check updates while they're sitting in the stadium. Front row's not good enough for you people anymore, huh?



HAVE YOU USED SOCIAL MEDIA FOR SPORTS INFO DURING ANY OF THESE ACTIVITIES?

4 CHECK OUT WHO THEY'RE FOLLOWING

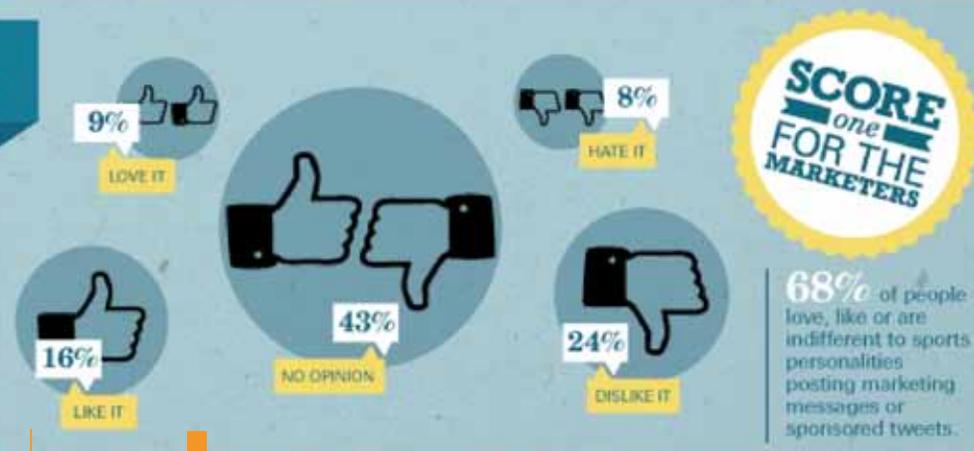
If Twitter rules sports news, who rules Twitter? The leaderboard breaks down roughly into three groups. The top-tier tweeters cover sports and lifestyle. The second tier is a who's who of sports news insiders – the ones who have the scoop before everyone else. The bottom tier features sports rumors and general news. Athletes don't dominate the game like you might expect – in fact, only one cracked our top ten.



WHO IS YOUR ONE MUST-FOLLOW FOR SPORTS ON TWITTER?

5 AND CONSUMERS HATE ADVERTISING... OR DO THEY?

In an upset, you may be surprised to learn that sports fans are open to social media advertising. 68% of people love, like or are indifferent to sports personalities posting marketing messages or sponsored tweets. If you asked people how they felt about receiving the same messages via email, we suspect you'd get a very different response. The takeaway: If you want to reach sports fans, don't dismiss sponsored tweets. Your audience won't.



HOW DO YOU FEEL ABOUT ATHLETES AND SPORTS PERSONALITIES POSTING ADVERTISING MESSAGES AND SPONSORED TWEETS?

Process



The creative process we use engages and includes our clients' input. This mild, medium, and spicy "salsa approach" is illustrated in step 1 where we identified graphic queues with the Wings and created a diverse range of digital design sketches based on some of the established concepts. We then conferenced to discuss the initial design drafts with the Wings PR/Marketing team and our American Cancer Society contact. Rounds 2 & 3 were created as a product of client directed feedback, the color change was significant as we represented ovarian cancer and lung cancer as their official colors teal and pearl. These colors represent the continued love the Avon Grove School District has for two members of their faculty family who had recently passed from the two forms of cancer.

The last two rounds iron out any and all final changes to the designs, including any graphic elements which require multiple variations for confirmation. Working directly with the Wing's equipment manager we communicated with the league approved print vendor to supply the necessary file formats. This process applies to any and all successful design projects and is reflected as our tagline; concept. design. follow-through.

Wings Marketing Materials

Below is a selection of graphic materials we've worked with the Wings to create throughout the 2011 and 2012 seasons. Some of the more notable projects have been the promotional tent and banner, railway/bus ads, billboards, car wraps, 25th anniversary logo, 2011 Angels dance team calendar and of course the twitter jerseys (pictured on almost every other page but this).



Contact Us



Say Hi, or view some other work

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