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SCRUM50 BRINGS INNOVATION AND DIGITAL ADVANCEMENTS TO 2018 NHL SUSTAINABILITY REPORT

*Digitization of 2018 NHL Sustainability Report Highlights League's Environmental
Commitment Using Engaging and Innovative Platform*

South Norwalk, CT—March 22, 2018—[Scrum50](#), an agile marketing agency, announces the release of the National Hockey League (NHL®) 2018 Sustainability Report, which launched today at sustainability.nhl.com/report. Through their agile process, Scrum50 created a fully immersive, interactive digital experience showcasing the NHL's sustainability mission and its commitment to addressing its environmental impact to ensure that hockey continues to thrive for future generations.

"It's a unique intersection of three personal passions: agile marketing, hockey and our environment. So Scrum50 was prepared for the challenge when the NHL asked us to take their 2018 Sustainability Report and highlight their remarkable story in a new, revolutionary way," said Chris Parker, Founder and Managing Partner of Scrum50. "Our team of agile marketers at Scrum50 are seasoned pros at taking complex, technical narratives and distilling them into experiences that readers engage with, learn from, and share. The new report is both rich with impressive details of the NHL's progress and an innovative beautiful digital design, coming together to tell a really thoughtful story about the world-class environmental efforts that the NHL is taking on. We're honored that we are able to play a small role in helping to inspire others to make the world a better place."

When attacking the digitization of the NHL Sustainability Report, Scrum50 took an agile marketing lens to refine a large amount of technical data into a readable, consumable format to encourage action and engagement. By translating the data into moving images, dynamic content and connecting it to social media to encourage interaction and sharing, the team was able to create a vibrant, shareable experience through the report. Within the report, Scrum50 brought to life several of the NHL's sustainability-focused initiatives including an engaging and interactive 360 view of an indoor rink, with environmentally friendly tips built in so the audience could experience it as firsthand as our technology allows.

To view the NHL 2018 Sustainability Report, visit: sustainability.nhl.com/report.
For more information about Scrum50, visit www.scrum50.com.

About Scrum50

Founded in 2014, Scrum50 is the first born agile marketing agency, which turned the traditional advertising agency model on its head. Their mission is to be both a world-class strategic creative agency and an efficient one by embracing Agile Marketing approaches - employing shorter production sprints managed by uniquely-talented hybrid teams (scrum style!). It's a new day. It's a new way. Learn more about the company at www.scrum50.com.

About NHL Green™

Since its launch in 2010, NHL Green has been committed to promoting green business practices across the League as well as preserving the environment, including the frozen ponds that inspired and cultivated the game more than 100 years ago. As part of NHL Green month this March, all 31 NHL Clubs have continued to lead a variety of sustainability initiatives in their local markets. For more information, visit NHL.com/Green.

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