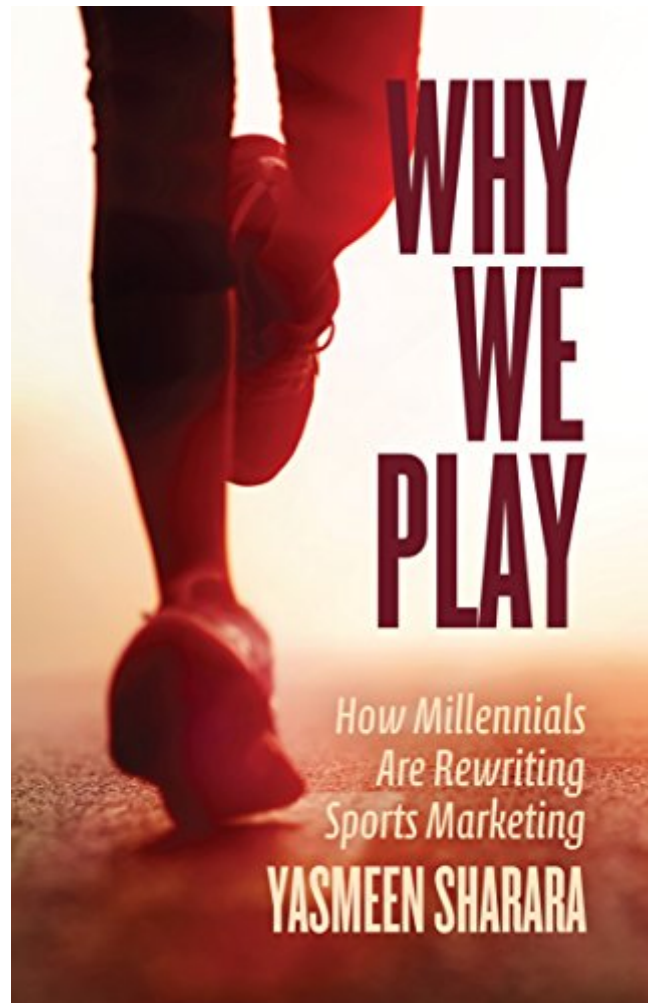




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# Why We Play: How Millennials Are Rewriting Sports Marketing



## Synopsis

Why do we play? We play because we want to win. We choose to change something. We want to be remembered. Millennials are an interesting bunch, according to author Yasmeen Sharara. The issues that matter to them are very different than the issues that mattered to their parents, or to generations before. They value more than simply making money; they want to follow their passions, their goals, and their aspirations in a variety of rewarding ways. Millennials seek that satisfaction through a combination of money, doing the right thing, and working for a company that believes in the same philosophies as they do. • How do millennials define what an athlete is? Some would say, • it's when you put yourself out there and play the game. • The definition of what an athlete is has also changed; a by-product of that are the novel ways that sports companies are targeting today's consumers. • Millennials • idolize athletes far differently than their parents did. • Tom Brady and Michael Phelps are prime examples who have proved that age is only a number. Think about the • "This Girl Can" • campaign that uses Missy Elliott's song, • "Get Ur Freak On" • about how a woman can do what she wants - • "sweat like a pig," • "feel like a fox," • "kick balls" • just because she can. • • Why We Play: How Millennials are Rewriting Sports Marketing is a book that describes one college woman's venture into what so many have said is a • "man's world," • and how staying true to her beliefs and passions helped her succeed in this • "man's world." • It is about how a young woman seized every opportunity to fall down seven times but get back up eight times. It is about one woman who did not let the status quo define her. • And, most importantly, it is the proof that following the road less traveled is far more rewarding in every way. •

## Book Information

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## Customer Reviews

I am not an organized 'athlete' per se, I run and exercise daily, but I am not a part of any team sports (though I was a rower all throughout high school). I have been a skateboarder and surfer my whole life, and I remember one particular interview with Tony Hawk about 'selling out' to corporate sponsors (McDonald's in this case), and he responded that he ate McDonald's all the time and that he turned down sponsorships from tobacco companies because it didn't mesh with his persona and his values. It was that quick anecdote that Sharara's book reminded of. Today's athletes really are different than they had been in the past; they really seem to prioritize their values, and *Why We Play* really brings that point home in a big way. Even though I'm not a big sports fan in the typical sense, I thoroughly enjoyed *Why We Play* and recommend it to everyone

Sharara does an artful job describing the complex scene of millennial sports marketing through the lens of personal experience. Her story is captivating -- this book is hard to put down. I am grateful for what she has shared - it is not only informative, it is inspirational. Passing along to all my friends and family...

Yasmeen's story is incredibly inspiring. This modern take on sports marketing is a must-read! Her writing is filled with passion and excitement. Yasmeen's background of being both a female athlete and a millennial herself create a unique perspective that is pioneering the future of sports marketing!

This is a must-read for anyone in the sports industry. It's smart, it's to the point, and no matter how experienced you are, it will help you to understand the millennial generation and what is coming.

Incredibly well researched and informative! Yasmeen creates a great narrative about the history and

impact of sports marketing on millennials by using personal anecdotes as well as outside evidence.  
Would highly recommend!

This is an excellent summary of current trends that millennials are inspiring in the field of sports marketing. Definitely worth a read if you want insight into the millennial engagement and interaction with sports and sports brands.

Excellent read, author is clearly passionate about the topic and puts passion into her writing about the topic of sports marketing.

Why We Play is a revolutionary book completely rewriting the future of sports marketing. Sharara delves deep into the subject and really gives women a chance to be on a level playing ground. A must read!

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