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Mass Media Kit: Hoka One One

News Release: On next page



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HOKA ONE ONE Unveils Master Your Run Campaign and Partnership with USA Track and Field

GOLETA, Calif. - [HOKA ONE ONE](#), a division of Deckers Brands (NYSE: DECK), announces a new campaign highlighting runners 40 years and older and a partnership with [USA Track and Field](#).

The Master Your Run campaign showcases inspiring masters runners (40 years and older), proving that age does not limit physical ability. These motivating stories are selected from fan submissions and are featured in print and video on Hoka's social media channels such as [Facebook](#) and [YouTube](#).

"These stories define the Hoka brand and inspire runners to reach their goals and connect with other athletes," said Wendy Yang, President of the Performance Lifestyle Brands at Deckers Brands and Hoka One One. "We want to celebrate masters runners and show the determination that pushes them to achieve greatness."

The campaign will culminate at the USA Track and Field National Club Cross Country Championships on December 9 in Lexington, KY. Hoka and USA Track and Field are partnering for the two-day event where athletes and guests are able to compete in events and attend a speaker series featuring Hoka sponsored athletes such as Michael Wardian and Magdalena Boulet.

"We are excited for this partnership with Hoka One One," said Max Siegel, CEO of USA Track and Field. "We are seeing an increasing number of older athletes participating in our competitions. The benefits the Hoka brand offers to runners should resonate strongly within this group."

For additional details on the Master Your Run campaign, visit hokaoneone.com/masteryourrun.

About HOKA ONE ONE:

Hoka One One, founded in 2009, is one of the newest and most innovative running shoe brands in the world. The lightweight shoes feature an oversized midsole and the brand is the winner of over 50 awards and recognitions. Fans can follow Hoka One One at www.hokaoneone.com or @hokaoneone on [Facebook](#), [Twitter](#), [Instagram](#) and [YouTube](#).

About USA Track and Field:

USA Track and Field (USATF) was founded in 1979 and is the United States governing body for track and field, cross country running, race walking, and road running. USATF is a non-profit organization based in Indianapolis, IN and has a membership of 130,000. Fans can follow USATF at www.usatf.org or @usatf on [Twitter](#) and [Instagram](#) and @USATFfans on [Facebook](#).

Contact:

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Media Distribution List:

| Publication: | Contact Name: | Title: | Contact Information: | Media Type: | Notes: |
|----------------------------|----------------------------------|--------------------------------------|--|---------------------------|-------------------------------------|
| Runner's World Magazine | Sarah Lorge Burler | Editor | Sarah.LorgeButler@rodale.com | Magazine (print/ digital) | |
| Women's Running Magazine | Dan Cruz | Media Relations | (619) 925-7671 | Magazine (print/ digital) | Owned by Competitor Group |
| National Masters News | Amanda Scotti | Editor | ascotti.nmn@gmail.com (916) 989-6667 | Magazine (print/ digital) | |
| Trail Runner Magazine | Michael Bengé Paul Cuno-Booth | Editor Associate Editor | mbenge@bigstonepub.com pcunobooth@bigstonepub.com | Magazine (print/ digital) | |
| Competitor Magazine | Dan Cruz | Media Relations | (619) 925-7671 | Magazine (print/ digital) | Owned by Competitor Group |
| FloTrack | Dave Smith | Media Relations | MediaRelations@FloSports.tv | Online/ digital video | Part of FloSports |
| USATF TV | Ashley Mitchell | Marketing and Communications Manager | ashley.mitchell@usatf.org (317) 713-4672 | Online/ digital video | |
| ESPN W | Tara Choze | Communications Manager | tara.c.chozet@espn.com | Online/ digital video | Women's athlete specific coverage |
| UltraRunner Podcast | Eric Schranz | Host, Editor in Chief | eric@ultrarunnerpodcast.com | Podcast | |
| Mojo For Running | Debbie Voiles | Editor, Host | deb@mojoforrunning.com | Blog/ Podcast | |
| iRunFar | Bryon Powell | Editor in Chief | bryon.powell@irunfar.com | Blog | |
| Organic Runner Mom | Sandra LaFlamme | Editor | sandra@organicrunnermom.com | Blog | |
| The Ginger Runner | Ethan Newberry | Owner | thegingerrunner@gmail.com | Blog/ YouTube | |
| CBS WKYT (Lexington, KY) | Dave Baker | Sports Editor/ Anchor | dave.baker@wkyt.com | Television | Local news for USATF event coverage |
| NBC LEX18 (Lexington, KY) | Alan Cutler | Sports Director/ Anchor | acutler@wlex.tv | Television | Local news for USATF event coverage |
| ABC36 WTVQ (Lexington, KY) | Alex Risen | Sports Director | ARisen@wtvq.com | Television | Local news for USATF event coverage |
| Lexington Herald-Leader | Mat Graf | Sports Editor | mgraf@herald-leader.com (859) 231-3529 | Newspaper | Local news for USATF event coverage |
| WLXG 1300 | Shawn Seay | Program Director | shawn.seay@lmcomm.com | Radio | Local news for USATF event coverage |

Digital Editorial News Release Calendar:

For the digital editorial news release calendar, we wanted to focus on getting our message out to our audience (runners 40 years and older) in the digital channel that we believe we will get the most reach. In looking at research that the Pew Research Center published, adults use Facebook far more than any other social media platform ([Social Media Update 2016](#)). We decided that the primary social media channel we will publish our content is either our Facebook page or blog website. We will adapt our messages and content for our secondary channels (listed in the chart below) to help further our digital reach. Our calendar is flexible and we will adapt our content and primary social media channels as we analyze our analytics throughout the campaign. This calendar does not include any potential radio or television advertisements but we are exploring opportunities in these areas.

| Publish Date: | Title/ Topic: | Author: | Details: | Primary Channel: | Secondary Channels: | Visuals: | Buyer persona: | Status: |
|-----------------------------------|--|--------------|--|------------------|------------------------------|---------------|----------------------|-----------|
| Week of September 4, 2017 | | | | | | | | |
| 9/4/2017 | Do You Master Your Run? (Part I) | Katy Sputo | A brief teaser into what the Master Your Run Campaign is, to be disclosed fully on 9/11/17 | Blog | Facebook, Twitter, Instagram | Photos | All | Published |
| 9/6/2017 | Do You Master Your Run? (Part II) | Mike Wardian | A brief teaser into what the Master Your Run Campaign is, to be disclosed fully on 9/11/17. Special guest post by Hoka Athlete, Mike Wardian | Blog | Facebook, Twitter, Instagram | Photos | All | Published |
| 9/8/2017 | Do You Master Your Run? (Part III) | Suzie Clark | A brief teaser into what the Master Your Run Campaign is, to be disclosed fully on 9/11/17 | Blog | Facebook, Twitter, Instagram | Photos | All | Published |
| Week of September 11, 2017 | | | | | | | | |
| 9/11/2017 | Master Your Run Introduction | Katy Sputo | Explanation about what the Master Your Run campaign is all about | Blog | Facebook, Twitter, Instagram | Photos | All | Published |
| 9/13/2017 | Master Your Run Story: Mark Sorrentino | Katy Sputo | Video interview and highlights with Mark Sorrentino. | Facebook | YouTube, Blog, Twitter | Photos, Video | Brian, Frank, Martha | Published |

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| 9/15/2017 | How Do You Master Your Run? | Katy Sputo | Encourage runners to share their own stories for a chance to be featured. | Blog | Facebook | Photo | All | Published |
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Week of September 18, 2017

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|-----------|-------------------------|------------|----------------------------------|------|-------------------|--------|-----|-----------|
| 9/18/2017 | The Hoka Story (Part I) | Katy Sputo | A background into the Hoka Brand | Blog | Facebook, Twitter | Photos | All | Published |
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| 9/20/2017 | Master Your Run Story | Katy Sputo | Video interview and highlights with a Hoka master runner. | Facebook | YouTube, Blog, Twitter | Photos, Video | Cindy, Martha | Published |
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| 9/22/2017 | Benefits of Hoka shoes For Masters Athletes | Suzie Clark | A blog post about the benefits that Hoka can provide to masters athletes | Blog | Facebook | Photos | All | Published |
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Week of September 25, 2017

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|-----------|-----------------------------------|-------------|---|------|------------------------------|--------|-----|-----------|
| 9/25/2017 | Which Hoka Shoe Is Right For You? | Suzie Clark | A helpful article about the differences in our shoe models. | Blog | Facebook, Twitter, Instagram | Photos | All | Published |
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|-----------|-----------------------|------------|---|----------|------------------------|---------------|-------|-----------|
| 9/27/2017 | Master Your Run Story | Katy Sputo | Video interview and highlights with a Hoka master runner. | Facebook | YouTube, Blog, Twitter | Photos, Video | Frank | Published |
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|-----------|------------------------|-----------|--|------|----------|--------|-----|-----------|
| 9/29/2017 | Friendships in Running | Bob Smith | A guest blog post from Bob Smith about how he has gained friends since running at the age of 50. | Blog | Facebook | Photos | All | Published |
|-----------|------------------------|-----------|--|------|----------|--------|-----|-----------|

Week of October 2, 2017

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|-----------|--------------------------|------------|----------------------------------|------|-------------------|--------|-----|-----------|
| 10/2/2017 | The Hoka Story (Part II) | Katy Sputo | A background into the Hoka Brand | Blog | Facebook, Twitter | Photos | All | Published |
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|-----------|-----------------------|------------|---|----------|------------------------|---------------|-----|-----------|
| 10/4/2017 | Master Your Run Story | Katy Sputo | Video interview and highlights with a Hoka master runner. | Facebook | YouTube, Blog, Twitter | Photos, Video | All | Published |
|-----------|-----------------------|------------|---|----------|------------------------|---------------|-----|-----------|

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|-----------|---|---------------|--|------|----------|--------|-----|-----------|
| 10/6/2017 | Health Benefits of Running for Masters Athletes | Candice Jones | A guest blog post from Candice Jones about the health benefits of running for masters runners. | Blog | Facebook | Photos | All | Published |
|-----------|---|---------------|--|------|----------|--------|-----|-----------|

Week of October 9, 2017

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|------------|--------------------------|--------------|--|----------|------------------------|---------------|---------------|-----------|
| 10/9/2017 | Masters Women in Running | Suzie Clark | A blog post about the increasing number of women taking up running after 40. | Blog | Facebook | Photos | Cindy, Martha | Published |
| 10/11/2017 | Master Your Run Story | Katy Sputo | Video interview and highlights with a Hoka master runner. | Facebook | YouTube, Blog, Twitter | Photos, Video | Cindy, Martha | Published |
| 10/13/2017 | Starting to Run After 40 | Caitlin Luiz | Tips on how to start running after 40 | Blog | Facebook | Photos | Martha | Published |

Week of October 16, 2017

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|------------|--|-------------|---|----------|------------------------|---------------|--------------|-----------|
| 10/16/2017 | Teaser About USATF Partnership | Suzie Clark | Teaser about our partnership with USATF to be revealed on 10/19/2017 | Facebook | Blog | Photos | All | Published |
| 10/18/2017 | Master Your Run Story | Katy Sputo | Video interview and highlights with a Hoka master runner. | Facebook | YouTube, Blog, Twitter | Photos, Video | Brian, Cindy | Published |
| 10/19/2017 | HOKA ONE ONE Unveils Master Your Run Campaign and Partnership with USA Track and Field | Katy Sputo | Media release | Newswire | Hoka website | Press release | All | Published |
| 10/20/2017 | Partnership with USATF | Suzie Clark | Details and discussion about the USA Track and Field Partnership and December 9th event | Blog | Facebook | Photos | All | Published |

Week of October 23, 2017

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|------------|---------------------------|-------------|---|----------|------------------------------|---------------|-------|-----------|
| 10/23/2017 | The Hoka Story (Part III) | Katy Sputo | A background into the Hoka Brand | Blog | Facebook, Twitter | Photos | All | Published |
| 10/25/2017 | Master Your Run Story | Katy Sputo | Video interview and highlights with a Hoka master runner. | Facebook | YouTube, Blog, Twitter | Photos, Video | Brian | Published |
| 10/27/2017 | Training Tip Friday | Suzie Clark | Tips on how to train for the USATF event | Blog | Facebook, Twitter, Instagram | Photos | All | Scheduled |

Week of October 30, 2017

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|------------|--|----------------|--|----------|-------------------------------|---------------|---------------------|-----------|
| 10/30/2017 | USATF | Katy Sputo | Post in partnership with USATF (Topic TBD) | Blog | Facebook, Twitter, USATF Blog | Photos | All | Scheduled |
| 11/1/2017 | Master Your Run Story | Katy Sputo | Video interview and highlights with a Hoka master runner. | Facebook | YouTube, Blog, Twitter | Photos, Video | Frank, Brian | Scheduled |
| 11/3/2017 | Running with Your Children and Grandchildren | Stephen Parker | A guest blog post from Stephen Parker about how his children and grandchildren encouraged him to run at age 70 | Blog | Facebook | Photos | Frank, Cindy, Brian | Scheduled |

Week of November 6, 2017

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|------------|--------------------------|-------------|---|----------|------------------------------|---------------|-------|-----------|
| 11/6/2017 | The Hoka Story (Part IV) | Katy Sputo | A background into the Hoka Brand | Blog | Facebook, Twitter, YouTube | Photos, Video | All | Scheduled |
| 11/8/2017 | Master Your Run Story | Katy Sputo | Video interview and highlights with a Hoka master runner. | Facebook | YouTube, Blog, Twitter | Photos, Video | Cindy | Scheduled |
| 11/10/2017 | Training Tip Friday | Suzie Clark | Tips on how to train for the USATF event | Blog | Facebook, Twitter, Instagram | Photos | All | Scheduled |

Week of November 13, 2017

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|------------|----------------------------|-------------|---|----------|---------------------------------------|---------------|---------------|-----------|
| 11/13/2017 | Benefits to Shopping Local | Katy Sputo | Supporting your local running shops- highlight on Lexington, KY | Facebook | Twitter, Instagram, | Photos | All | Scheduled |
| 11/15/2017 | Master Your Run Story | Katy Sputo | Video interview and highlights with a Hoka master runner. | Facebook | YouTube, Blog, Twitter | Photos, Video | Frank, Martha | Scheduled |
| 11/17/2017 | Meet Sweet Cushion | Suzie Clark | A fun post about our marshmallow mascot, Sweet Cushion | Blog | Facebook, Twitter, Instagram, YouTube | Photos, Video | All | Scheduled |

Week of November 20, 2017

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|------------|--------------------------|-------------|--|----------|------------------------------|---------------|-----|-----------|
| 11/20/2017 | Win A Pair Of Hoka Shoes | Katy Sputo | Submit a photo of how you "master your run" for a \$150 Hoka shopping spree and USATF prize pack | Facebook | Twitter, Instagram, Blog | Photos | All | Scheduled |
| 11/22/2017 | Master Your Run Story | Katy Sputo | Video interview and highlights with a Hoka master runner. | Facebook | YouTube, Blog, Twitter | Photos, Video | All | Scheduled |
| 11/24/2017 | Training Tip Friday | Suzie Clark | Tips on how to train for the USATF event | Blog | Facebook, Twitter, Instagram | Photos | All | Scheduled |

Week of November 27, 2017

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|------------|--------------------------------------|-------------|---|----------|------------------------|---------------|---------------|-----------|
| 11/27/2017 | USATF | Katy Sputo | Post in partnership with USATF (Topic TBD) | Blog | Twitter, USATF Blog | Photos | All | Scheduled |
| 11/29/2017 | Master Your Run Story | Katy Sputo | Video interview and highlights with a Hoka master runner. | Facebook | YouTube, Blog, Twitter | Photos, Video | Cindy, Martha | Scheduled |
| 12/1/2017 | Hoka Team Competition at USATF Event | Suzie Clark | Short blog post about the team Hoka competition at the USATF event. | Blog | Facebook | Photos | All | Scheduled |

Week of December 4, 2017 (EVENT WEEK)

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|-----------|--------------------------------|-------------|--|----------|-------------------------------|---------------|-----|-----------|
| 12/4/2017 | Pre-Event Advice | Suzie Clark | Advice for spectators, competitors, and at-home viewers for this weekend's events | Facebook | Twitter, Blog | Photos | All | Scheduled |
| 12/5/2017 | USATF | Katy Sputo | Post in partnership with USATF (Topic TBD) | Blog | Facebook, Twitter, USATF Blog | Photos | All | Scheduled |
| 12/6/2017 | Master Your Run Story | Katy Sputo | Video interview and highlights with a Hoka master runner. | Facebook | YouTube, Blog, Twitter | Photos, Video | All | Scheduled |
| 12/7/2017 | Event Details (Speaker Series) | Katy Sputo | Information about our speaker series at the event and our featured athletes | Facebook | Blog | Photos | All | Scheduled |
| 12/8/2017 | Good Luck To The Athletes | Suzie Clark | A brief post wishing our competitors good luck this weekend! Go out and Master Your Run! | Facebook | Twitter, Instagram, Blog | Photos | All | Scheduled |

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|------------|--|----------------------------|---|----------|---|---------------|-----|-----------|
| 12/9/2017 | Event Coverage (Races and Speaker Series) | Katy Sputo, Suzie Clark | Video live stream and photo coverage of the USATF Event | Facebook | Twitter, Instagram, Blog, Local Media | Photos, Video | All | Scheduled |
| 12/10/2017 | Event Coverage (Races and Speaker Series) | Katy Sputo, Suzie Clark | Video live stream and photo coverage of the USATF Event | Facebook | Twitter, Instagram, Blog, Local Media | Photos, Video | All | Scheduled |

Week of December 11, 2017 (POST-EVENT WEEK)

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|------------|---------------------|-------------|---|----------|-----------------------------|--------|-----|-----------|
| 12/11/2017 | Post Event Coverage | Katy Sputo | Thank you to everyone who came out last weekend. Mention of live stream archives. Encourage runners to share their thoughts from the weekend and to share their stories on how they master their run! | Facebook | Twitter, Blog | Photos | All | Scheduled |
| 12/13/2017 | Post Event Coverage | Suzie Clark | Photos from the weekend's events. Encourage runners to continue to share their stories on how they master their run! | Facebook | Twitter, Instagram, Blog | Photos | All | Scheduled |
| 12/15/2017 | Post Event Coverage | Katy Sputo | Video montage from the weekend's events, encourage runners to continue to share their stories on how they master their run! | Facebook | YouTube, Blog, Twitter | Video | All | Scheduled |