

eMLS All-Star Challenge presented by McDonald's**Widespread Outreach**

Subject: McDonald's and Guaynaa/Castro_1021 want YOU to participate in the 2021 eMLS All-Star Challenge

Hi XX,

Based on your recent coverage about [soccer, gaming, celebrities in sports], we thought you would be interested to learn about McDonald's latest collaboration for the **2021 eMLS All-Star Challenge presented by McDonald's**.

The Golden Arches is joining forces with Reggaeton Star [Guaynaa](#)/the most popular FIFA streamer in the world, [Castro_1021](#) to offer amateur gamers and soccer *aficionados* a once-in-a-lifetime opportunity to play in the star-studded FIFA21 tournament.

Please see below for an overview of the program. We've also attached the press release for additional information. We're sure your readers will want to join in on the fun!

- **eMLS All-Star Open Qualifiers presented by McDonald's:** Fans are encouraged to register to the eMLS All-Star Open Qualifiers amateur tournament on **August 14, 2021** via [\[insert website\]](#). Top two eligible finalists will have the once-in-a-lifetime opportunity to play in the eMLS All-Star Challenge presented by McDonald's.
- **McDonald's soccer and gaming youth clinic:** McDonald's will be hosting a virtual soccer and gaming youth clinic for fans from underserved communities in Los Angeles County. Twenty local high schoolers will have the opportunity to win PlayStations and exclusive McDonald's merch, along with other surprise and delight moments including an appearance from professional eMLS gamer [RemiMartinn](#), who will livestream the clinic on his [Twitch account](#).
- **eMLS All-Star Challenge presented by McDonald's:** The eMLS All-Star Challenge will be livestreamed on the MLS [Twitch](#) and [Twitter](#) channel on **August 22, 2021**. In addition to [Guaynaa/Castro_1021](#), participants of the eMLS All-Star Challenge presented by McDonald's include former soccer Olympian Melissa Ortiz; Liga MX legends Luis Hernandez and [Pavel Pardo](#); and FIFA pros including [RemiMartinn](#).

We're looking forward to hearing from you!

Best,
Sabrina

1:1 Interviews with celeb

EMBARGO PITCH-NDA**Subject:** EMBARGO – Interview Opp with Guaynaa

Hi XX,

McDonald's is gearing up to announce some very exciting news and tapped Reggaeton star Guaynaa to celebrate!

We'd love to fill you in on all the details and coordinate an interview. Before we do so, will you agree to an **embargo of 9:00 a.m. EST on Tuesday, August 10?**

If you agree, please respond by confirming the terms of the embargo. We look forward to hearing from you!

Thank you,
Sabrina

1:1 Interviews with celeb**EMBARGO PITCH****Subject:** EMBARGO – Interview Opp with Guaynaa

Hi XX,

Thanks for accepting! We are happy to announce that the Golden Arches will join forces with Guaynaa for the **2021 eMLS All-Star Challenge presented by McDonald's** offering amateur gamers and soccer *aficionados* a once-in-a-lifetime opportunity to play in the star-studded FIFA21 tournament.

We would like to offer you an **exclusive virtual 1:1 interview with Guaynaa on August 10, 2021 between x and x p.m. EST** to speak further on their collaboration with the brand, how they're gearing up for the tournament and share more about the eMLS All-Star Challenge. If you're interested, *please confirm your availability with us by 10 a.m. Friday (tomorrow)* and we'll send you more details and next steps.

In the meantime, here are the details on what fans can expect:

- **eMLS All-Star Open Qualifiers presented by McDonald's:** Fans are encouraged to register to the eMLS All-Star Open Qualifiers amateur tournament on **August 14, 2021** via **<insert website>**. Top two eligible finalists will have the once-in-a-lifetime opportunity to play in the eMLS All-Star Challenge presented by McDonald's.
- **McDonald's soccer and gaming youth clinic:** McDonald's will be hosting a virtual soccer and gaming youth clinic for fans from underserved communities in Los Angeles

County. Twenty local high schoolers will have the opportunity to win PlayStations and exclusive McDonald's merch, along with other surprise and delight moments including an appearance from professional eMLS gamer [RemiMartinn](#), who will livestream the clinic on his [Twitch account](#).

- **eMLS All-Star Challenge presented by McDonald's:** The eMLS All-Star Challenge will be livestreamed on the MLS [Twitch](#) and [Twitter](#) channel on **August 22, 2021**. In addition to Guaynaa, participants of the eMLS All-Star Challenge presented by McDonald's include [Castro 1021](#) (Edwin Castro), the most popular FIFA streamer in the world, as well as former soccer Olympian Melissa Ortiz; Liga MX legends Luis Hernandez and [Pavel Pardo](#); and FIFA pros including [RemiMartinn](#).

Should you be interested, we also have Edwin Castro available for 1:1 exclusive interviews. See below/attached for event press release.

I look forward to hearing back from you. Thanks!

Best,
Sabrina