

**FOR IMMEDIATE RELEASE**

**TELEVISION ACADEMY ANNOUNCES CORPORATE PARTNERS FOR THE 69<sup>TH</sup> EMMY<sup>®</sup> AWARDS SEASON**

**Academy's New Partnership with Lyft to Change the Way Guests Arrive on the Red Carpet**

**NoHo Arts District, CA (August 23, 2017)** – The Television Academy announced today its official roster of new and returning corporate partners for the 69<sup>th</sup> Emmy<sup>®</sup> Awards season, which include Audi of America, Chase Sapphire<sup>®</sup>, Ferrari Trento, FIJI<sup>®</sup> Water, The Hillhaven Lodge, L'Oréal<sup>®</sup> Paris, Lyft, PEOPLE<sup>®</sup>, SPLENDA<sup>®</sup> Naturals, Sterling Vineyards, and United Airlines<sup>®</sup>.

**Lyft** joins the Academy this season as the official Rideshare partner. In response to the growing demand for transportation solutions from entertainment industry leaders, Lyft will provide Emmy guests with a convenient, low cost alternative for red carpet arrivals and prearranged pick-ups on Emmys night.

Also new to this year's Emmys is **SPLENDA<sup>®</sup> Naturals**, the official sweetener of the Emmys, providing a touch of natural sweetness to food and drinks throughout the weekend events.

Official automotive partner **Audi** is returning for its seventh consecutive year. Audi's fleet of vehicles, including the R8 Spyder, TT RS, and SQ5 will make Emmy red carpet event appearances and chauffeur nominees and presenters to the Emmy Awards ceremonies. **Chase Sapphire** returns to the Emmys for its third year as the official credit card and financial services partner of the Television Academy, offering card members access to "insider" Emmy experiences.

**FIJI Water** will return for the fourth consecutive year as the official water of the Emmy red carpet and Governors Ball, keeping guests hydrated throughout the evening. **L'Oréal Paris** is celebrating its fifth year as the Academy's official hair and makeup partner, providing celebrity touch-ups backstage at the Emmys and Governors Ball.

Returning for its second consecutive year as the Exclusive Wine Sponsor of Emmy Awards Season is iconic Napa Valley Winery, **Sterling Vineyards**. Award-winning wines including the Sterling Vineyards Napa Valley Cabernet Sauvignon, Napa Valley Sauvignon Blanc, and Napa Valley Chardonnay will be served at the

Governors Ball and during the full calendar of the Television Academy's nominee events.

**Ferrari Trento**, Italy's most awarded sparkling wine producer, makes its third appearance as the Emmys' official bubbly. Guests entering the Governors Ball will kick off the celebration as they enjoy flutes of prestige label **Ferrari Brut Trentodoc**. Inside the party, guests will toast with a choice of sparklers including Ferrari Perlé, Perlé Rosé, and Giulio Ferrari Riserva del Fondatore.

In addition, this year's Governors Ball will feature a signature Emmy cocktail, The Hillhaven Lodge Fireside, featuring **The Hillhaven Lodge** Blended Straight American Whiskey. Created in partnership with renowned director and producer Brett Ratner, The Hillhaven Lodge is a blend of three whiskeys, from three different decades, commemorating some of Hollywood's most star-studded celebrations.

Returning for the 12<sup>th</sup> year, **PEOPLE Magazine**, the Television Academy's official entertainment magazine partner, provides advertising support to the organization.

Lastly, entering its 18th year, **United Airlines**, the Television Academy's most senior partner, continues as the official airline, and is responsible for transporting dozens of Emmy statuettes from Chicago to Los Angeles in what is known as the "Flight of the Emmys."

For more information about these sponsors, visit [audiusa.com](http://audiusa.com), [Chase.com/Sapphire](http://Chase.com/Sapphire), [ferraritrento.it/EN](http://ferraritrento.it/EN), [fijiwater.com](http://fijiwater.com), [thehillhavenlodge.com](http://thehillhavenlodge.com), [lorealparisusa.com](http://lorealparisusa.com), [lyft.com](http://lyft.com), [PEOPLE.com](http://PEOPLE.com), [splenda.com](http://splenda.com), [sterlingvineyards.com](http://sterlingvineyards.com) and [united.com](http://united.com).

The 69<sup>th</sup> Emmy Awards will telecast live from the Microsoft Theater in Los Angeles, Sunday, September 17 (8:00-11:00 PM ET/5:00-8:00 PM PT) on CBS. Stephen Colbert will serve as host. The 69<sup>th</sup> Emmy Awards is produced by White Cherry Entertainment. Glenn Weiss and Ricky Kirshner are executive producers; Weiss is director; and Chris Licht, executive producer of *The Late Show with Stephen Colbert*, is a producer.

### **About the Television Academy**

The Television Academy seeks to expand the horizons of television excellence. It strives to empower storytellers who shape the evolving television space through the programs, publications and events of the academy and its foundation. And it celebrates those who have led excellence by recording their stories and recognizing their achievements through accolades and awards, including television's most coveted prize, the Primetime Emmy Award. For more information and updates on the 69th Emmy Awards, visit [Emmys.com](http://Emmys.com) and follow @TelevisionAcad on Twitter, Facebook, Instagram, Tumblr and YouTube.

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