



# Reebok and Sid hit the runway

Sports wear giant Reebok and NHL star Sidney Crosby teamed up with Porter Novelli Canada to launch of the *SC87 Fall 2007* sportswear collection.

With less than four weeks to pull an event together – and facing numerous last-minute changes to venue, talent and project scope – Porter Novelli orchestrated an in-store fashion show that gained national headlines.

The more than 60 journalists gathered at Sport Chek’s Ontario flagship Toronto store to watch a fashion show of the men’s collection and the soon-to-be-released women’s collection and to hear from Sidney himself.

The Canadian Press photo of Sidney, flanked by two models wearing clothing from his new collection, graced the front pages of four Canadian dailies, including the *Toronto Star*, Canada’s largest daily newspaper.

The program reach for the launch hit an astounding 30 million impressions in the week following the event and the program was so successful that production of the women’s line had to be moved up by three months to keep up with intense demand.