

WWE PRESS KIT



World Wrestling Entertainment Press Kit

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Company Backgrounder

World Wrestling Entertainment, commonly referred to as WWE was officially founded on February 21, 1980, by Vince McMahon. The company's origins go back to the 1950s with the foundation of the World Wide Wrestling Federation (WWWF) in 1953 in the era of wrestling known as the “Territorial Era”. WWWF was originally owned by Vincent J. McMahon and eventually purchased by his son, Vince McMahon and turned into the World Wrestling Federation (WWF).

As the “Territorial Era” of wrestling was coming to an end the WWF was willing to risk all of its success on one event, WrestleMania. WrestleMania is and was designed to be the Pro-Wrestling equivalent of the Superbowl, a larger-than-life event. Vince McMahon wanted all eyes on this product, it was an all-or-nothing shot of making pro-wrestling mainstream. Hulk Hogan and Mr. T headlined the event with “Superfly” Jimmy Snuka versus “Rowdy” Roddy Piper and “Mr. Wonderful” Paul Orndorff with Cowboy Bob Orton. Needless to say the event was a huge success that propelled WWF into the mainstream, next year WWE will host its 39th annual Wrestlemania and many more to come after it.

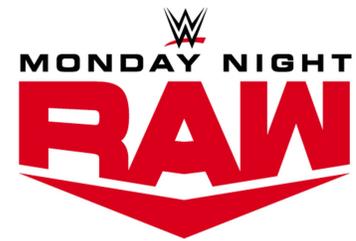
In May 2002, the WWF officially changed its name to WWE. Change is not something the WWE is unfamiliar with, The product is constantly changing and reinventing from the edger “Attitude Era” to the family friendly “PG Era”, the goal is to always give the fans what they want. On february 24, 2014 the WWE Launched its streaming Service giving viewers unlimited access to Pro-wrestling content which now resides on Peacock after a 1 billion dollar contract ending in 2026. In 2021 WWE had its best financial year ever despite the lack of ticket sales due to COVID-19.

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WWE is happy to finally have fans back in the stadium and doing what we do best, entertaining our fans. On a weekly basis, we run three shows Monday Night Raw, Friday Night Smackdown, and NXT. WWE also hosts Premium Live Events as part of the WWE Network. These events are never canceled. The show will always go on as viewers may need an escape from what is going on in the world.

Monday Night Raw (1993-Present)

WWE's Flagship show has been going for over 25 years
With 1507 episodes. Airs Monday night on the USA Network
From 8 P.M to 11 P.M.



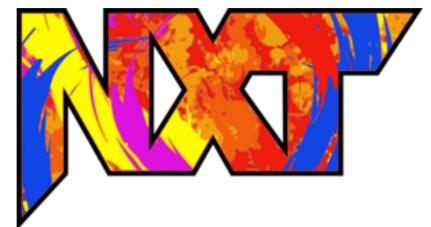
Friday Night Smackdown (1999-Present)

Friday Night Smackdown is the sister show to Monday
Night Raw. It was acquired by Fox for over \$1 billion in a five-year
deal on Fox from 8 pm to 10 pm.



NXT (2010-Present)

NXT was created with the intention of developing
New superstars for the future of WWE. Recently rebranded
To NXT 2.0. There are currently 671 episodes and airs Tuesday
nights on The USA Network from 8 P.M to 10 P.M.



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WWE Network

In 2014, World Wrestling Entertainment launched its streaming service ahead of the streaming service trend. Within a year, the network hit 1 million subscribers and \$9.99 a month. By 2018, the network had hit 1.8 million paid users. The Network is available worldwide, excluding Mainland China, Iran, Syria, Russia, and Cuba. Since its launch, the network has made merger deals in multiple parts of the world.



NETWORK

peacock

Network Programming

- Premium live events
- Network exclusives
- Access to the WWE archives
- Documentary series
- NXT UK
- Playlists made by Superstars
- Playlists of classic moments

Pricing ranges vary based on merger deals with networks

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Management Biography

Vince McMahon was born on August 24, 1945. In his early years, he lived with his mother in Pinehurst, North Carolina. His father left when he was a baby, so Vince McMahon was raised as Vinnie Lupton, his stepfather's last name. Vince McMahon had a rough upbringing living in a trailer park. His mother was also in an abusive relationship. Despite all of this and having dyslexia, Vince McMahon graduated from Fishburne Military School in Waynesboro, Virginia in 1964. Later, he graduated from East Carolina University with a business degree.



When Vince McMahon turned 12 he was introduced to his father. They quickly began to bond. Vince instantly fell in love with pro wrestling and wanted to be one, however his father did not want him to be a wrestler. He was adamant that Vince should take a safe bet and get a government job. Eventually his father gave in and in 1969 Vince McMahon became a ring announcer. After that the rest was history and he became a commentator for matches. Eventually, his father developed pancreatic cancer and sold his company to his son, Vince McMahon.

Vince McMahon quickly began to spread his company's reach. He hired pro wrestlers from all over. This led to a lot of regional companies to shut down as the WWF continued to grow. Eventually, Vince McMahon would gamble everything on WrestleMania, which was a huge success. Since then, Vince McMahon has been very involved with the company. He is backstage for almost every show, even at the age of 76. He changed the way the world sees sports wrestling. The company continues to be a family business as his daughter Stephanie McMahon and son in law Paul Leveque (Triple H) work in manager roles.

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Press Coverage

World Wrestling Entertainment is more than just a pro wrestling company. They use their platform to spread positive messages, support charities, and give people something else to think about during crazy times. WWE is associated with a plethora of organizations that seek to make the world a better place. The men and women in WWE go above and beyond to ensure this happens.

Connor's Cure

Connor's Cure is a foundation named after the late 8-year-old WWE superfan Connor Michalek. Connor had battled medulloblastoma, a form of tumor. WWE caught on to Connors' love of wrestling and gave him the ultimate fan experience. He got to meet all of his favorite superstars and even had a pinfall victory over Triple H. He sat front row at Wrestlemania 30 where he watched his favorite superstar, Daniel Bryan, win the WWE Championship. All of WWE's talent were inspired by Connors' bravery and teamed up with The V Foundation to found Connors Cure to raise money for pediatric cancer research in 2014. Connors Cure has proudly helped raise \$3.5 million and has assisted over 500 families worldwide. In 2015 Connor "The Crusher" Michalek was inducted into the WWE Hall of Fame.



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Make-A-Wish Foundation

WWE has a 30-plus-year relationship with the Make-A-Wish Foundation. More than anything, WWE Superstars love putting smiles on their fans' faces. They realize that wishes help build emotional and physical strength for children who are fighting extremely difficult battles. That is why WWE is proud that they have participated in more than 6000 wishes. John Cena has completed more wishes than anyone; he has participated in over 550 Make-A-Wish events.



Tribute to the Troops

Since 2003, WWE has been doing Tribute to the Troops. Every year, WWE performs in front of the United States troops. Some shows have taken place in Iraq, Afghanistan, and bases. Unfortunately, due to COVID-19, the Tribute to the Troops show was not held on a military base for the first time in 2020. The show consists of matches featuring major WWE Superstars, special events, and involvement with the troops. The troops also get to interact with their favorite superstars. WWE considers this a small thanks for everything the military does to keep us safe.



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WrestleMania Without Fans

World Wrestling Entertainment has a show must-go on attitude. When COVID-19 struck in 2020 everyone panicked. The NBA and NHL seasons were suspended. The NCAA tournaments were canceled. As WrestleMania was approaching, WWE had to decide what would be best. WWE decided to host WrestleMania in an empty arena for WrestleMania 36. Weekly television also continued. Despite whatever is happening in the world, WWE will be there to give fans something else to think about.

Special Olympics Connecticut

As many know, World Wrestling Entertainment's headquarters is located in Stamford, CT. WWE is proud to be partnered with Special Olympics CT since 2013. WWE helps train and sponsor the athletes. They also make financial contributions and are the presenting sponsor for the Law Enforcement Torch Run.



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Recent Awards

Best Tech Innovation During COVID-19

During the global pandemic, WWE knew they had to do something to get the fans involved again. WWE never stopped the show, but it just did not feel the same without the WWE Universe. That is why WWE teamed with The Famous Group to create the WWE Thunderdome. The Thunderdome was a way the fans could join the audience virtually by calling in. WWE and The Famous Group were awarded the Best Tech Innovation award during the COVID-19 Pandemic.

Overall Social Media Excellence

WWE believes that strong social media is important to the company's success. Fans are very busy, and with roughly 7 hours of weekly content, they will surely miss something. That is why WWE's social team is on top of the match results, new planned events, and sales. WWE is the proud recipient of the Overall Social Media Excellence.



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WWE Merchandise

World Wrestling Entertainment loves to provide the best fan experience possible to their fans. That is why they have created the WWE shop website. You can find all of your favorite WWE products here such as replica titles, graphic tees, Funko Pops and much more. Majority of these products can also be found in stores and other online shopping websites like Amazon.

Merchandise

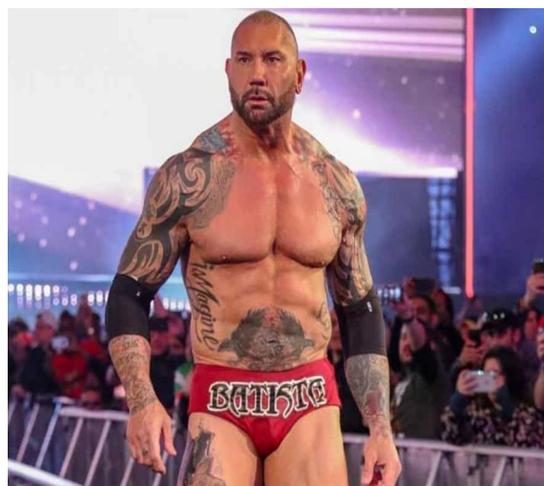


WWE PRESS KIT**Famous Superstars****Dwayne “The Rock” Johnson**

- One of the highest paid actors
- Fast and Furious Franchise
- Moana
- Red Notice
- Jumanji: The Next Level

**Dave Bautista**

- Guardians of the Galaxy
- Avengers
- Dune
- Army of the dead
- My Spy

**John Cena**

- Peacemaker
- The Suicide Squad
- Fast and Furious
- Bumblebee



Digital Artwork



1982



1994



1997



2002



2014 - New

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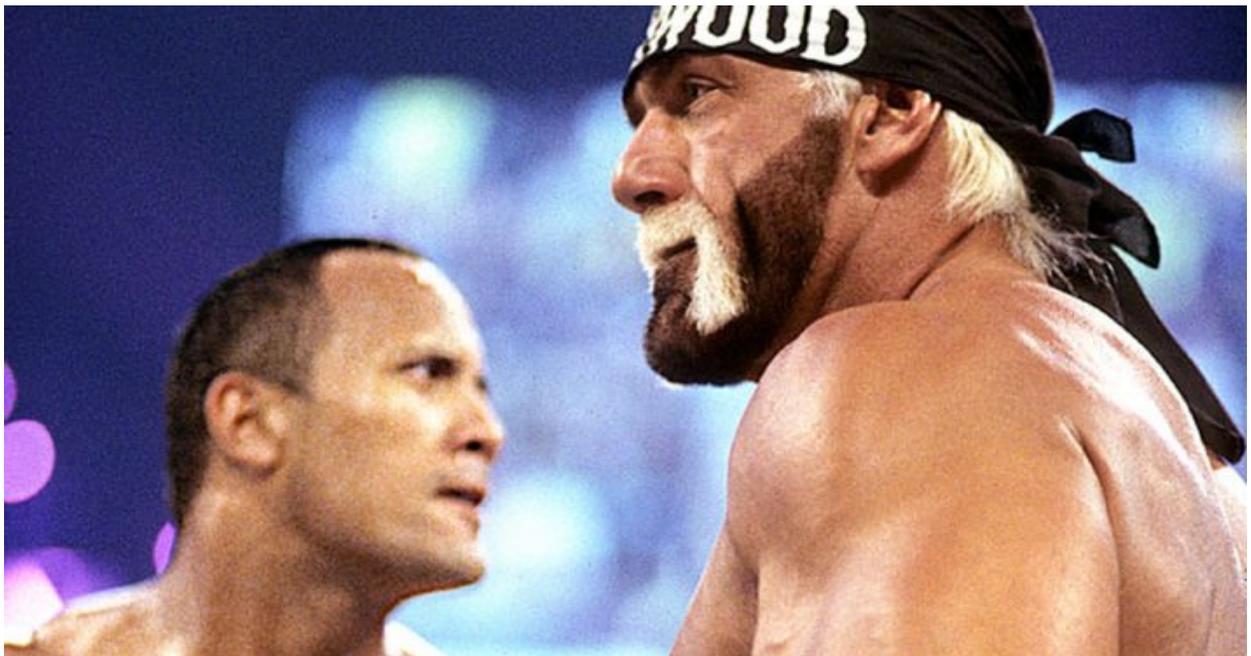
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WWE PRESS KIT**Contact Information**

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