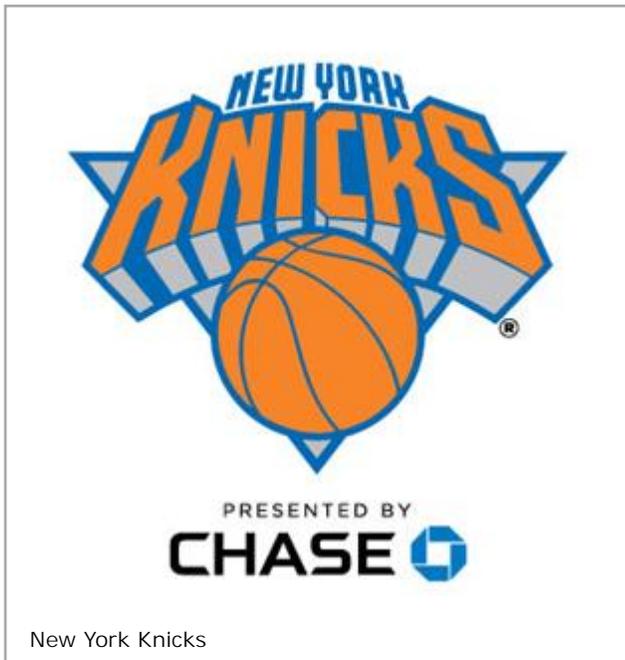




The New York Knicks and Squarespace Announce Second Annual “Make It Awards”

October 15, 2018

*Initiative Helps Local Entrepreneurs “Make It” with \$30,000 Grant,
Marketing Assets and Mentorship Program*



Entrepreneurs Tracy Anderson, Danny Bowien and Jenné Lombardo Join This Year's Judging Panel

NEW YORK, Oct. 15, 2018 (GLOBE NEWSWIRE) -- The New York Knicks and Squarespace, the leading all-in-one web publishing building platform, today announced the kickoff of the second annual “Make It Awards,” a program that provides select tri-state area entrepreneurs with the funds, exposure and guidance they need to take their businesses to the next level. Each of the winning businesses, four in total, will be provided with a \$30,000 grant, use of select Squarespace marketing inventory at Madison Square Garden, a feature segment on MSG Networks and one-on-one mentorship from a member of the esteemed panel of judges.

To apply for the award, applicants must share details on their business; the inspiration behind their becoming an entrepreneur; how their business can support their community; and a plan for how they would use the funds. Starting today and through December 14, participants will have the opportunity to apply for this initiative on www.makeitawards.com. Judging the applications this year will be a collection of successful entrepreneurs who are uniquely poised to share their experiences and expertise with the winners: Squarespace CEO Anthony Casalena and Knicks legend John Starks, both returning for the second year, as well as the additions of Tracy Anderson, Founder and Creator of the Tracy Anderson Method, Danny Bowien, Chef and Founder of Mission Chinese Food and Jenné Lombardo, Founder of Terminal Presents and Co-Founder of MADE Fashion Week.

The Madison Square Garden Company and Squarespace partnership is rooted in a shared passion for the hustle and grit that personifies New York, its residents, and its local businesses. Last year, the “Make It Awards” gifted \$120,000 to deserving entrepreneurs, and the renewal of the program showcases the continued dedication both organizations have to give back to New York and make a difference in the community.

“When we launched the ‘Make It Awards’ with Squarespace last year, we knew we were building a program that was both unique and impactful to the community. But we were blown away by how local entrepreneurs responded – the quality of submissions and the game-changing ideas generated were really impressive” said Ron Skotarczak, Executive Vice President of Marketing Partnerships at The Madison Square Garden Company. “Having noted entrepreneurs, Tracy Anderson, Danny Bowien and Jenné Lombardo, who have each built their businesses into well-known brands in their industries, participate in the judging panel this year speaks volumes to how special this platform is becoming for identifying entrepreneurial talent in the

tri-state area.”

“We’re looking forward to an even bigger and better ‘Make It Awards’ program this year,” said Kinjil Mathur, Chief Marketing Officer at Squarespace. “With the addition of Tracy, Danny and Jenné to the panel of judges, we’re well on our way to building an incredible legacy of empowering local entrepreneurs. The ‘Make It Awards’ realizes Squarespace’s mission of helping people with creative ideas succeed, and we have high hopes for the next round of dreamers, thinkers, and doers applying this year.”

The four winners will be notified in early 2019, and each business will be recognized on the court at a Knicks game at MSG in January. Along with the \$30,000 grant, all winners will have the opportunity to promote their company on the MSG Networks digital boards on 7th Avenue, which offer exposure to the more than 1 million people who walk by the Arena each day.

The four winning businesses last year were **Open Style Lab**, based in Great Neck, NY, **Just Soul Catering**, based in Queens, NY, **Reign Maker**, based in Jersey City, NJ and **Fable Foods**, based in Ossining, NY.

About The Madison Square Garden Company

The Madison Square Garden Company (MSG) is a world leader in live sports and entertainment experiences. The company presents or hosts a broad array of premier events in its diverse collection of iconic venues: New York’s Madison Square Garden, The Hulu Theater at Madison Square Garden, Radio City Music Hall and Beacon Theatre; the Forum in Inglewood, CA; The Chicago Theatre; and the Wang Theatre in Boston. Other MSG properties include legendary sports franchises: the New York Knicks (NBA), the New York Rangers (NHL) and the New York Liberty (WNBA); two development league teams – the Westchester Knicks (NBAGL) and the Hartford Wolf Pack (AHL); and esports teams through Counter Logic Gaming, a leading North American esports organization, and Knicks Gaming, MSG’s NBA 2K League franchise. In addition, the Company features the popular original production – the *Christmas Spectacular Starring the Radio City Rockettes* – and through Boston Calling Events, produces New England’s preeminent Boston Calling Music Festival. Also under the MSG umbrella is TAO Group, a world-class hospitality group with globally-recognized entertainment dining and nightlife brands: Tao, Marquee, Lavo, Avenue, The Stanton Social, Beauty & Essex and Vandal. More information is available at www.themadisonsquaregardencompany.com

About Squarespace

Squarespace powers the next generation of the independent workforce by providing millions of makers, thinkers, and doers with the tools they need to bring their unique stories to life. By blending industry-leading design and world-class engineering, Squarespace presents a beautiful all-in-one solution for building websites, selling online, and taking control of your online identity. Founded in 2003, Squarespace’s team of 700 is headquartered in downtown NYC, with offices in Dublin and Portland. For more information, visit www.squarespace.com/about.

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