

Danny Green: Beyond the Court

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MEET *the* JADE COMMUNICATIONS TEAM



Elise Pericles is a senior in the School of Media and Journalism studying Advertising with a minor in History. She currently works as a Communications Assistant for the Carolina Student Union. Born and raised in Miami, F.L., Elise has run track, cross-country, played soccer and is a member of the UNC-CH boxing club. Following graduation, Elise plans to move to Atlanta, G.A. to work for a digital media agency.

Abby Greene is a senior from Greensboro, N.C., double majoring in Public Relations in the School of Media and Journalism and Sports Administration in the School of Exercise and Sports Science. She has spent several summers interning with professional sports franchises in corporate partnership sales and is currently a Brand Marketing Intern at Wasserman in Raleigh, NC. After graduation, Abby hopes to continue working in partnership marketing in the sports and entertainment industry.



Kyle Werner is a senior at the University of North Carolina at Chapel Hill from Apex, N.C. He is specializing in public relations at the School of Media and Journalism and has a second major in political science. Kyle currently serves as the president of the MJ-school Ambassador Program. Upon graduation, Kyle hopes to move to New York City and work in crisis communication or public affairs in an agency setting.

Catie Armstrong is a senior concentrating in strategic communications with a second major in public policy and a minor in social and economic justice. Catie is currently in her second year interning as the public relations assistant at the Carolina Center for Public Service, an organization that connects Tar Heels to public service opportunities. After spending the spring of her junior year interning in D.C., Catie plans to move back to the nation's capital after graduation and work in criminal justice reform policy. In the meantime, she's excited to make the best out of her last few months at Carolina.



Madi is a senior at UNC-CH double majoring in public relations and economics with a minor in philosophy, politics and economics. She is originally from London, England, but grew up in Cornelius, N.C. Currently, Madi works at the Daily Tar Heel Media Corp. as the managing director for the 1893 Brand Studio, the newspaper's branding and marketing agency. Upon graduation, Madi hopes to work for a financial or public affairs PR agency so she can eventually work in investor relations.

Kristen Luft is a senior from Raleigh, N.C. majoring in Public Relations in UNC Chapel Hill's School of Media and Journalism. She is also pursuing a minor in Public Policy. Kristen currently works as a Student Assistant at the Media Resources Center at UNC's Undergraduate Library. At UNC, Kristen sings in Tar Heel Voices a cappella group. With an interest in mental health advocacy, nonprofit work and the fashion/lifestyle sector, Kristen hopes to pursue a career that combines her passions for writing, social media, graphic design, and branding in Washington, D.C.



One Page Research Report Summary – Jade Communications

Jade Communications is working with client Danny Green, a former UNC Tar Heel and current basketball player on the San Antonio Spurs. Green is seeking a consistent personal brand that exhibits who he is in addition to his brand identity. Green also hopes to gain clients for his youth basketball camp held annually in Chapel Hill. Our research is being conducted in order to help gain insight on how communities perceive professional athletes like Green, which will allow us to strengthen his online presence and social media image. Additionally, we hope to use this research to reconnect with his Tar Heel fanbase and promote his basketball camps locally in Chapel Hill.

Our research objectives and questions aim to explore what defines Green's personal brand off the court. Specifically, we want to find out what stands out to fans regarding athletes' personality traits and community involvement. Our research hopes to pinpoint what parents of potential campers seek when looking at youth basketball camps and the most effective ways to promote these camps. We will also research how Green's connection to Carolina affects his career and public perception.

The publics of study for our research included parents of kids who would be interested in basketball camps or who have previously attended basketball camps, people who have attended basketball camps in the past, and college students both at UNC-Chapel Hill and other universities. We also included Tar Heel fans, Spurs fans, general basketball fans, and professional athletes.

A variety of research methods were used to gain insights and gather information on our client and relevant topics. Per our professor's guidelines, we conducted a focus group with fellow UNC Media and Journalism students and surveyed a wide range of adults using an online software. These efforts were collaborative and we worked with other groups in the class to gather results and responses. As an individual group, we interviewed several parents who had sent their children to a basketball camp or are currently doing so in order to gain specific insights to help with the promotion of Danny's basketball camp. We also reviewed several relevant and valuable pieces of literature and news relating to athlete public relations, marketing, and media management, in order to gain a better understanding of how athletes operate in this space, as well as industry best practices.

We found that when it comes to an athlete's general brand, people were most likely to be a fan of an athlete if they found them to be genuine, a good role model, philanthropic, engaging and appreciative of fans. This fandom often translates into social media, where fans follow these athletes to learn more about both their personal lives and famed performances. Parents were also more inclined to enroll their children in basketball camps run by athletes who had a connection with the community (alumni of local school or grew up in the area) and displayed the same characteristics of being genuine, a good role model and philanthropic. Besides the athlete running the camp, program organization and location were some of the other important factors when deciding whether or not to send a child to camp.

From the research we were able to pull out a few key points that will help us moving forward. Our data showed us that people are more likely to choose basketball camps tied to Carolina, so we will use that insight when marketing and promoting Danny's camps to the area. We will also emphasize Danny's association with hard work and humor when promoting through social media. Highlighting these personal attributes will allow Danny to improve his brand and increase his following.

Danny Green: Beyond the Court

Campaign Objectives

1. To establish and promote Danny Green's off-the-court personal brand.
2. To promote Green's annual summer basketball skills clinic for kids in the North Carolina area.

Target Audiences

1. Tar Heel fans
2. San Antonio Spur fans
3. Parents of kids interested in his basketball clinic
4. Members of the communities he is a part of

Campaign Strategy

In order to effectively meet the campaign objectives, Jade Communications recommends implementing 3 mini-projects over the course of the year, utilizing social, digital and traditional media.

Campaign Tactics

1. Media Kit

One of the main objectives of this campaign is to increase attendance at Danny Green's annual basketball skills clinic in Chapel Hill. In order to do so, Jade Communications recommends using a media kit that will be sent to local media outlets in the weeks leading up to the clinic. Jade Communications' well-established relationship with local media outlets and knowledge of the major media markets in North Carolina, coupled with the national brand name recognition of Roc Nation Sports, will help to ensure increased attendance at the skills clinic and earned media coverage.

The media kit will be comprised of five key components: a press release, fact sheet, media advisory, flier and quote list. For samples of the individual documents, please refer to the sample media kit, found in Appendix 1.

In addition, each piece of the media kit will include one of two newly designed logos (See Appendix 2) for Green's basketball clinic.

1. Press Release (See Appendix 1)

The press release will describe the details of the clinic, including the who, what, where, when and why. By including quotes from Green himself and details about the benefits and perks of the clinic, the event will be picked up by local media outlets, in turn, driving up attendance. Potential local media outlets that could pick up the news are, the Daily Tar Heel, the News & Observer, Chapel Hill News, The Durham News and The Herald Sun.

2. Fact Sheet (See Appendix 1)

The fact sheet will provide more information about the basketball clinic that allows any reporter to write a more robust and compelling story. In addition, since another one of Danny's objectives is to increase his personal brand off the court, the fact sheet will provide relevant statistics and facts that are important for fans and key audiences to know.

3. Media Advisory (See Appendix 1)

The media advisory provides reporters with more information about the event itself and serves as an invitation for reporters to come out and cover the event. By increasing media presence and coverage of the clinic, Danny can increase future clinic registrations.

4. Clinic Flier (See Appendix 1)

The media kit will also include an aesthetically pleasing Flier. In addition to being used for promotional material in physical spaces around North Carolina, such as Orange County Schools, by including this flier in the media kit, Jade Communications hopes that local media outlets will share the flier on their social channels, leading to earned media coverage and increased registration for the clinic.

5. Quote List (See Appendix 1)

The quote list is a compilation of some of the strongest quotes from Green, which share both the impact of his clinic and shed light on his personality off the court. Providing these in the media kit will allow reporters to write a more compelling story on the clinics and drive up attendance.

Expected Media Coverage

Jade Communications expects the clinic to be picked up by at least two news outlets. Potential local outlets that could pick up the news are, the Daily Tar Heel, the News & Observer, Chapel Hill News, The Durham News and The Herald Sun. Stories written by news outlets could then be shared on social media, to increase the reach. For example, if the Daily Tar Heel and the News & Observer both wrote about the skills clinics and Green's return to the area, then those two outlets would help us reach approximately 846,000 readers. This number comes from the [News & Observer's](#) online and weekly printed reader numbers and the [Daily Tar Heel's](#) online numbers. The Daily Tar Heel's printed readership was not taken into consideration because the newspaper is going fully digital for the summer of 2018.

2. Social Media Plan and Campaign

In order to enhance his personal brand, we recommend that Danny consistently post tidbits into his personal life and give snapshots that show him as a "regular guy." Danny has shared that he enjoys being "just like us" and could reach the public with this message through his personal accounts. Some examples would include posts with friends, fellow players off the court, pets, and even "throwback" pictures and videos at UNC to connect with his Tar Heel fan base. Attached we have built a portfolio of suggested posts that we believe will resonate with fans and previous posts that we believe are in line with his brand (see Appendix 3).

Social media is also a great tool for Danny to use to promote his basketball clinics. Because people spend so much time on social media, paid promotions through Instagram and Facebook are a great way to get

the word out about his clinics to those that may miss other mass media coverage. We recommend Danny use these two platforms to hit a wide variety of age groups, between young kids and parents, to inspire anyone to sign up or look into the opportunity. Social media campaigns are also a great tool because they can be modified throughout the campaign and can be monitored to track the best times to post, best audiences, and more.

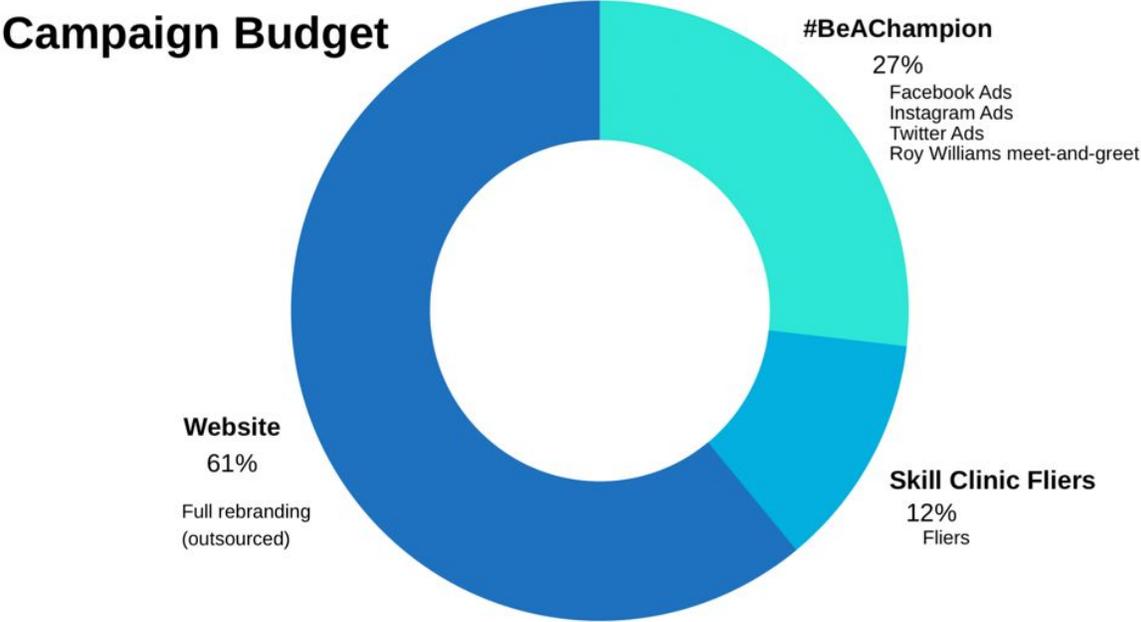
Beyond paid promotions, those that follow Danny on social are more likely to be interested in his clinics. A contest surrounding his basketball skills clinic called #BeAChampion would be an organic way to garner attention for his clinics. #BeAChampion is focused on kids who want to attend his clinic and would be a great opportunity to engage his fan base, while promoting the clinic and its values. Kids would submit videos of themselves “being a champion” either in their community, at school, on the court, or beyond the court. The winners would be chosen by Green and would get to attend his clinic for free and receive a signed basketball and meet-and-greet with Danny and Coach Roy Williams. Jade Communications recommends using paid social media posts surrounding the #BeAChampion campaign in order to drive up participation in the competition and attendance at the clinic.

3. Website

While Danny already uses social media, we recommend building a professional website to centralize information and allow fans easy access to links, stats and more surrounding Green. Doing so ensures fans are accessing accurate information and also allows Danny to control his message online. Included on the website should be information about his skills clinics and links to registration, photo galleries, and more. A biography or “About Me” section should be the core of the website and include a brief overview of his career on the court and personal accomplishments like being one of the only players to ever beat Coach K four times at Cameron Indoor, being the third Tar Heel to win both NCAA and NBA titles, and multiple three-point records. Some more information about his life off of the court should be displayed on his website as well, such as his love for his snakes and dogs, his dancing skills, and other aspects of his personal life that fans may respect and find intriguing with as many photos included as is appropriate to layout. The other most important piece of a new Danny Green website are links to his social

media accounts. Some visiting fans may not have realized that he utilizes certain platforms and sharing these links in as many places as possible will build following and engagement. In order to create the most professional looking website possible, Jade Communications recommends outsourcing this project. An projected cost estimate can be found in the budget.

Campaign Budget (Based on real figures)



Overall Budget	\$8,200
#BeAChampion	\$2,200
Skill Clinic Fliers	\$1,000
Website	\$5,000

- **Clinic Promotion Budget: \$1,000**
 - Fliers passed out to North Carolina elementary and middle schools: \$1,000
- **#BeAChampion Campaign Budget: \$2,200**
 - Facebook Advertisements: \$200 - \$300
 - Instagram Advertisements: \$400 - \$500
 - Twitter promoted posts: \$300 - \$400
 - Roy Williams meet-and-greet: \$800 - \$1,000
- **Website Budget (outsourced): \$5,000**
 - Rebranding of website

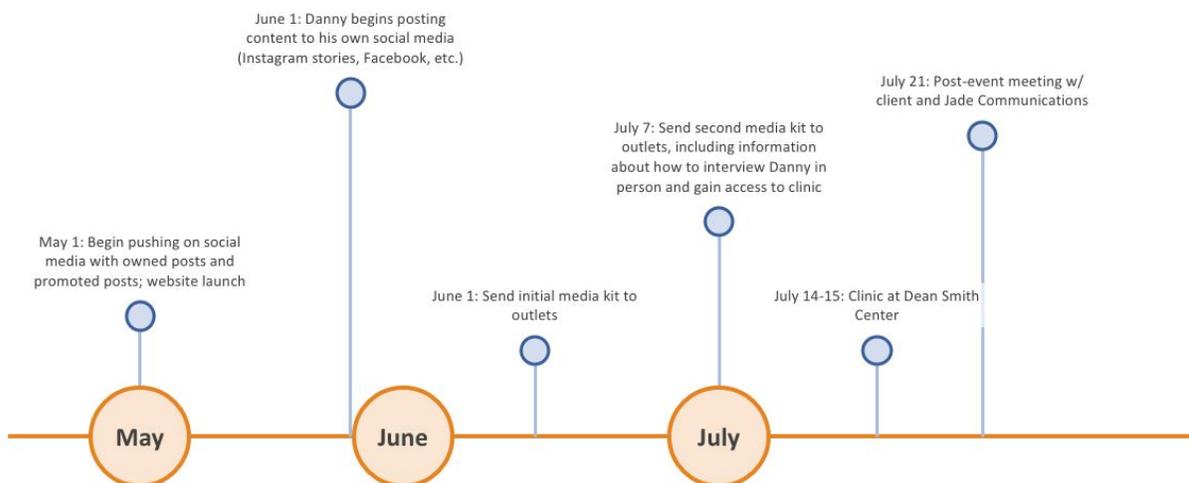
Evaluation Plan

There will be 2 major methods that Jade Communications uses to measure the success of the campaign. First, the success of the promotion of Green’s skills clinic will be based on figures compared to last year’s clinic. By comparing figures from previous years, Jade Communications will be able to track if the media kit and paid social posts are working to drive up registration and attendance, and adjust accordingly. On the other hand, the success to enhance Green’s personal brand off-the-court will be measured by increased social media following, evaluation of the quality of media coverage, and potential new endorsements and sponsorships that Green gains long-term.

Proposed Timeline

Clinic Promotion

Promotion Timeline



Social Media Schedule

This is a generic monthly social media schedule that Green can use to post to his social channels. It also includes generic guidelines about the type of posts we suggest he share. By using this schedule and these guidelines Green can increase his brand recognition off the court and increase his social media presence.

SOCIAL MEDIA SCHEDULE

SUN	MON	TUE	WED	THU	FRI	SAT
				⁰¹ twitter	⁰² facebook	⁰³ instagram twitter
⁰⁴ facebook	⁰⁵ twitter	⁰⁶	⁰⁷ instagram twitter	⁰⁸	⁰⁹ twitter	¹⁰ facebook
¹¹	¹² instagram	¹³ twitter	¹⁴ facebook	¹⁵ instagram twitter	¹⁶	¹⁷ twitter
¹⁸ facebook instagram	¹⁹ twitter	²⁰ instagram	²¹ twitter	²²	²³ facebook	²⁴ twitter
²⁵ twitter instagram	²⁶	²⁷ facebook	²⁸ instagram	²⁹ twitter	³⁰	³¹ twitter facebook

TWITTER

Posting informal, casual, personal content approximately every other day to engage with fans quickly.

FACEBOOK

One to two posts a week focusing on recaps and updates about Danny Green's philanthropic work, accomplishments, whereabouts, etc.

INSTAGRAM

Two to three posts a week displaying both informal and formal events or activities promoting the Danny Green brand.

Summary

Danny Green has come to us with objectives of enhancing his personal brand and promoting his basketball skills clinic in the Chapel Hill area. Green is a very well-liked athlete and former Tar Heel so we recommend utilizing his positive reputation in the Chapel Hill area as a key tactic in our campaign. Because he is so recognizable by local media, we have put together and encourage that he use a media kit to pitch local news outlets and publishers to share the news of Danny returning to Chapel Hill and to connect with the youth of North Carolina. This not only promotes his basketball clinic, but also builds a reputation for Danny as someone who is still deeply invested in the area and prioritizes giving back by spending his off-season encouraging young people to follow their dreams.

Utilizing social media and engaging with fans by sharing content that resonates is a key tactic athletes can utilize to enhance their brand and increase their following. In addition to posting about what happens on the court, we encourage Danny to post about his personal life to show fans he is “just like us.” Danny has a unique and inviting personality, so showing that by posting about things he likes and cares about, such as pets, friends, etc., can give fans who watch him play a chance to get to know him better. Danny should also not hold back in showing off his sense of humor, which we found in research is something social media users enjoy when following their favorite stars.

Finally, we suggest that Danny builds an entirely new website to show off his brand and organize information he shares with the public. This one-stop site will allow fans to easily access the information they are seeking or click around to engage and learn more about Green. It is important for this to be a professional-looking website as this adds legitimacy to his brand; a poorly designed website with poorly executed graphics does not allow Danny to be perceived in a serious manner, which fans may expect and brands looking to endorse him may find important.

Danny, his brand, and his basketball clinics have enormous potential due to the nature of the player and personality he is. It is important to make careful, strategic moves to solidify his brand and increase his marketability as an athlete and reputation as a person moving forward. While Danny is already regarded positively by those who know him, his potential is even higher if he continues to strategically engage with his target audiences, allowing them to see his motivations, dreams and beliefs, “Beyond the Court.”

Appendix 1: **Media Kit**

Jade Communications
(704) 604-9625
madicoffing@gmail.com

NEWS RELEASE

FOR IMMEDIATE RELEASE – 4/30/18

DANNY GREEN SKILLS CLINIC OPEN FOR REGISTRATION

CHAPEL HILL, N.C. – Former Tar Heel basketball player and current San Antonio Spurs player Danny Green will be coming to Chapel Hill this summer to host his annual basketball skills clinic. Aspiring North Carolina youth will have the opportunity to play alongside and learn from one of Carolina’s finest.

The clinic will be held July 14-15, 2018, from 10 a.m. to 2 p.m. on both days, at the Dean E. Smith Center in Chapel Hill, North Carolina. Registration is open for boys and girls ages 8-15. To register, visit Green’s personal website at www.dannygreen.com.

Anyone who wants to build or improve their basketball skills, have fun, and learn how to be a champion on and off the court is encouraged to attend.

“It doesn't matter if you've never picked up a basketball or if you've been playing for years – this clinic is all about enjoying the game, working hard and having fun,” said Green. “I want to show players that anyone can be a champion, regardless of their starting point,” Green said.

“I am so proud of former Carolina players that are choosing to give back to the

- more -

Green Press Release/Page 2

communities that have given so much to them,” said Carolina Men’s Basketball Head Coach Roy Williams. “Danny is a special guy and his willingness to put on these clinics and encourage these aspiring athletes on and off the court is proof of that,” Williams said.

Danny Green Skills Clinics are part of a series of basketball clinics run by former Tar Heel and current NBA player Danny Green. These clinics provide youth the opportunity to improve their basketball skills and learn the values of hard work, determination and teamwork.

For more information about Danny Green and his skills clinics and to register, visit www.dannygreen.com.

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Jade Communications
(336) 430-1872
aegreene@live.unc.edu

FACT SHEET

FOR IMMEDIATE RELEASE – 4/30/18

THINGS TO KNOW ABOUT DANNY GREEN SKILLS CLINIC

What is Danny Green Skills Clinic?

- Part of a series of basketball clinics run by former Tar Heel and current NBA player Danny Green for North Carolina youth to enjoy spending time with and learning from an impactful professional player.
- Danny Green Skills Clinic is open to boys and girls ages 8-15 and will take place at the Dean E. Smith Center on July 14-15, 2018, from 10 a.m. to 2 p.m. both days.

Who is Danny Green?

- Green was born in North Babylon, New York.
- Green played college basketball at the University of North Carolina at Chapel Hill under Head Coach Roy Williams. Green set a number of UNC-Chapel Hill and ACC records and has numerous notable accomplishments, including being one of a handful of players to beat Coach Mike Krzyzewski's Duke University Blue Devils four times at Cameron Indoor Stadium, and is only the third Tar Heel to win both an NCAA Championship and an NBA Championship.
- Following college, Green was drafted into the NBA and spent several games in the G League; he is considered one of the G League's biggest success stories and now plays for the San Antonio Spurs, where he set a record for the most three-pointers in a championship series and set the Spurs franchise record for most three-pointers in a single season at 191.

What are the benefits of skills clinics?

- Participants not only improve their skills and learn from a respected professional, they also learn the values that can be taught from basketball such as hard work, determination and teamwork.

- more -

Green Fact Sheet/Page 2

- To learn more about the skills clinic and Danny Green, visit www.dannygreen.com. You can also contact Jade Communications at aegreene@live.unc.edu, or call (336) 430-1872.

###

Jade Communications
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MEDIA ADVISORY

FOR IMMEDIATE RELEASE – 4/30/18

DANNY GREEN HOSTS ANNUAL BASKETBALL SKILLS CLINIC AT DEAN E. SMITH CENTER

CHAPEL HILL, N.C. – Former Tar Heel basketball and current San Antonio Spurs player Danny Green will host his annual basketball skills clinic in the Dean E. Smith Center. Children ages 8-15 from across the state are encouraged to attend and learn lessons about basketball, sports and life from the legend himself.

- WHAT:** Attendees will participate in two days of skills clinics. The clinic will be led by Green and his staff and will focus on improving one's abilities both on and off the court.
- WHO:** Danny Green, Green's staff, Coach Roy Williams, boys and girls ages 8-15.
- WHEN:** Saturday, July 14, 2018, 10 a.m. to Sunday, July 15, 2018 2 p.m.
- Scheduled activities:
- Sat. 7/14, 10 a.m. Welcome by Danny Green; clinic begins
 - Sat. 7/14, 12 p.m. Lunch from Chick-fil-A
 - Sat. 7/14, 1 p.m. Clinic resumes
 - Sat. 7/14, 2 p.m. Speech by Danny Green; clinic ends for the day
 - Sun. 7/15, 10 a.m. Clinic resumes
 - Sun, 7/15, 12 p.m. Lunch from Merritt's Grill
 - Sun. 7/15, 2 p.m. Clinic ends; final words from Green

- more -

Green Clinic Media Advisory/Page 2

WHERE: The event will take place at the Dean E. Smith Center located at 300 Skipper Bowles Dr., Chapel Hill, N.C. 27514. Attendees can park in the Skipper Bowles Lot, located next to the Dean E. Smith Center.

DETAILS: Registration is required and can be done online at www.dannygreen.com or on the first day of the clinic, for an additional fee of \$25. Photography without the use of flash will be permitted. Media interviews with Green can be conducted at the conclusion of the clinic each day.

###



SMITH CENTER

JULY 14- 15
10AM - 2PM

Come out and learn
from one of the great
shooters in the NBA.
Register online at
bit.ly/12345

DANNY GREEN

Jade Communications
(336) 430-1872
aegreene@live.unc.edu

APPROVED STATEMENTS FOR MEDIA USE

FOR IMMEDIATE RELEASE – 4/30/18

PRE-APPROVED STATEMENTS BY DANNY GREEN

- “It doesn't matter if you've never picked up a basketball or if you've been playing for years - this clinic is all about enjoying the game, working hard and having fun. I want to show players that anyone can be a champion, regardless of their starting point.”
- “I've had a great time in the past few years at each of my clinics and hope to keep this tradition going for many more years to come.”
- “Chapel Hill and the Smith Center will always have a special place in my heart; I'm excited to be back for a few days and spend some time at the clinic and with old friends.”
- “Carolina is a part of who I am and I hope everyone who comes to the clinic this week will get a glimpse of how special it is to everyone who comes here.”
- “Going to basketball clinics as a child was a huge part of my summers and interacting with my favorite players who would come around helped motivate me to get to where I am now. Hopefully I can inspire some young players to work hard and chase their dreams.”
- “With the help of Roc Nation I'm hoping to spread the word about this clinic even further than last summer. I'm expecting a big turnout and hope to see some new and old faces.”
- “Obviously the season didn't end as well as we'd hoped, but coming here and hanging out with the kids is a really refreshing way to start a new season and remember what matters the most.”
- “We're hoping to instill a sense of teamwork into these kids at a young age and help them grow not only on the court, but off as well. Basketball shaped me in so many ways as a person and I'm grateful for the values it taught me.”

###

Appendix 2:
Sample Camp
Logos



DANNY GREEN
SKILLS CLINIC



DANNY GREEN
SKILLS CLINIC

Appendix 3: **Sample Social** **Media Posts**



Danny Green ✓
@DGreen_14

Follow

Always thankful for my fans, friends, family, and teammates. It's great to come to back to where it all started. [#CarolinaFamily](#)
[#HeelsForLife](#)

9:45 PM - 29 Apr 2018

704 Retweets 2,027 Likes



649 704 2K



Danny Green ✓
@DGreen_14

Follow

Can't help but give back to the community that gave so much to me. Check out the talent in the Chapel Hill Skills Clinic this summer! [#BeAChampion](#)

12:10 PM - 30 Apr 2018

512 Retweets 1,536 Likes



372 512 2K



Danny Green ✓
@DGreen_14

Follow

Excited to start the DG Skills Clinic with my Tar Heel family this July! Register today at bit.ly/12345

11:48 AM - 29 Apr 2018

593 Retweets 1,618 Likes



428 593 2K



Danny Green Basketball Camps

Yesterday at 2:55pm · 🌐



Can't help but give back to the community that gave so much to me. Check out the talent in the Chapel Hill Skills Clinic this summer!

[Like](#) · [Comment](#) · [Share](#)

👍 87 people like this.

↪️ 746 shares



Already registered my two boys from Frank Porter Graham Elementary!





Danny Green

Yesterday at 7:22pm · 🌐



Shout out to my day one, Jade. When I first wanted a pet, I knew I didn't have a lot of time to take care of something that needed a lot of maintenance. Jade's been with me since my Chapel Hill days #OG #stayloyal

Like · Comment · Share

👍 579 people like this.

↪️ 834 shares



what type of snake is this?





greenranger14 • Follow

greenranger14 Happy birthday! To one of the best things that's ever happened to me...keeps me sane and holds me down in this crazy world...I'm glad I get to share it with you, love you more than you'll ever know @bbash14 #29 #hopeimtherefortherestofem #WCW #WCE

Load more comments

tristan0103 @cedrichowe @i.am.fatlap dklmch :@

_johnmishael @kanmingtse333 i think today is the trade deadline.

kanmingtse333 @_johnmishael thx🙏, i just search the someone chinese app虎扑, name is hupu, hupu say just remain the half hour over, in this time , i don't want hear one spurs news.

deb_sanchez ❤️



21,369 likes

FEBRUARY 7