

Sports & Entertainment Spotlight

High Notes and Higher Altitudes: A Week of Entertainment Power Moves and Nostalgic Comebacks

on 4.18.25

Welcome back to the Spotlight! Many of you are basking in the afterglow of the end of tax season, with tax day (not to be confused with taxing day—which is seemingly every day) passing us by on April 15. Others (most likely none of whom are reading this, but hit me up if I'm wrong!) may be basking in the afterglow of having gone to Space and back on the day prior. Of course, I'm speaking of the celebrity-studded Blue Origin flight NS-31 that made history for commercial spaceflight as the first all-women mission. Right or wrong, the mission, which counted singer-songwriter Katy Perry and broadcaster Gayle King amongst the crew, has come under scrutiny for what some view as falsely virtuous optics that gloss over some of the more pressing issues of our day on our home planet. As for me, I'm here to offer a different criticism: Perry reportedly sang a rendition of Louis Armstrong's "What a Wonderful World" while viewing the planet from space. Now, as my colleagues know, that is my go-to karaoke song. By contrast, Perry has a catalogue of her own songs she could have sang. "Extraterrestrial" would have been a fine choice. "Firework" might have worked too, though its lyrics could have caused unnecessary anxiety amongst the crew (singing about an explosive projectile while traveling in a rocket 66 miles above the Earth's surface will do that). All of that is to say: stay in your lane, Katy!

- Former New York Knicks star Carmelo Anthony launches his cannabis brand STAY ME70, following in the footsteps of fellow retired athlete Mike Tyson in the industry and following in the footsteps of the Spotlight with clever wordplay.
- As if you needed another reason to love the 90s, the Alicia Silverstone film "Clueless" is in development for a new Peacock series. My guess is that it will involve a new generation, perhaps Silverstone cast as a mother, and Paul Rudd still somehow convincingly playing a high school student.
- The reboot of the ill-fated music festival Fyre Fest has been postponed and moved to a different location. Ticketholders can now either take this as an opportunity to roll the dice and take this news as evidence that the organizers have learned lessons from the past or

embrace this as a sign that it's still not too late to change their plans.

For inquiries and/or unabashed compliments, please feel free to contact me at josh.bloomgarden@foster.com or add me on LinkedIn.

Endorsement Deals, Sponsorships & Investments

[Mike Tyson, Cannabis CEO: The Champ Now Runs Carma HoldCo](#)

April 17, 2025 via Benzinga

[How to keep your brand from getting posterized by your own celebrity endorser](#)

April 17, 2025 via The Drum

[NBA legend Carmelo Anthony brings STAYME70 cannabis brand to Astoria's Terp Bros](#)

April 17, 2025 via AM NY

[Zendaya's stellar new On campaign just elevated the athleisure ad space](#)

April 16, 2025 via Fast Co Design

[Why Are We Sending Celebrities into Space Anyway?](#)

April 16, 2025 via Slate Magazine

[Just Ingredients + Bryce Harper: Raising the Bar for High-Quality Nutrition](#)

April 15, 2025 via Business Wire

[U.S. Cannabis Market to Reach \\$76.39 Billion by 2030 Fueled by Legalization, Celebrity Branding, and Medical Adoption](#)

April 15, 2025 via GlobeNewswire

[Cricketer Jasprit Bumrah backs luggage startup Uppercase as an investor](#)

April 14, 2025 via Economic Times

[Topgolf Founders' New Bar Concept Gets \\$34M From Blitzler, Sharp Alpha](#)

April 14, 2025 via Sportico

[Puma set to drop another LaMelo Ball MB.04- time for a new strategy](#)

April 12, 2025 via Fort Worth Star

[Ally joins WNBA as official retail bank and Changemakers member, signs Bueckers to deal](#)

April 11, 2025 via Sports Business Journal

Sports

How women athletes can harness NIL's momentum for long-term wealth

April 18, 2025 via Daily Journal

Arctos Tops \$11 Billion in Sports Assets, Doesn't Fear Tariffs

April 16, 2025 via Sportico

Dodger Stadium to host baseball, with surfing and cricket outside Los Angeles at 2028 Olympics

April 16, 2025 via Jackson Hole News & Guide

Saints Win Fleur-de-lis Case Against Alleged King of France Descendant

April 15, 2025 via Sportico

Rory McIlroy's Historic Masters Win Draws 13M Viewers, a 7-Year High

April 15, 2025 via Sportico

Houston-based name, image and likeness company prepares for new revenue-sharing model

April 15, 2025 via Biz Journal

New Caitlin Clark Partnership Announced Ahead of WNBA Season

April 14, 2025 via Fort Worth Star

Ottawa Senators, Canadian Tire renew arena naming rights deal

April 11, 2025 via Thorold News

Music Biz

Fyre Festival 2 "Date And Location Of Reboot Changed" – report

April 18, 2025 via Deadline

Film & TV

'Clueless' Series Starring Alicia Silverstone In Works At Peacock From Fake Empire & Amy Heckerling

April 17, 2025 via Deadline

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Detecting deepfakes: Seattle startup Loti lands \$16M to offer celebs, consumers digital protection

April 15, 2025 via GeekWire

Serena Williams Executive Producing 'Carrie Soto Is Back' Tennis Drama Series In Works At Netflix

April 14, 2025 via Deadline

Formula 1 is reportedly seeking \$150 million-\$180 million a year for a U.S. TV rights deal

April 13, 2025 via Fortune Magazine