NEWS RELEASE

Conklin DC Teammates Featured in New DSG Holiday Spot

3/5/2021

Our acting trio appear in the opening scene
It was a warm September night, and Myra Bobo-Pickens, Darcy Kernan and Matthew Barbieri found themselves bundled up and surrounded by snow.

By day the trio are teammates at the Conklin Distribution Center. But that evening, they were featured actors in the opening sequence of the DICK'S holiday spot. So, for one night, the vehicles and parking lot were blanketed in a layer of faux snow while they exited the building and acted as if they were heading home for the holidays.

In the final spot that premiered during the 11/8 Sunday Night Football game, Myra and Matthew can be seen leaving the building and walking through the parking lot. Darcy's voice can be heard saying, "Have a good night! Happy Holidays."

Then, the magic happens inside the DC. The Hollywood director behind The Night at the Museum trilogy, Shawn Levy, delivered an inspired story and incredible live action animation that brought to life a hoodie, skateboard, baseball glove, golf club and more products as they embarked on an epic journey to deliver the magic of sports to a young athlete. The spot will also air on Millionaire, the AMAs, the Today Show, The Masked Singer, several key college football matchups and more must-see shows leading up to the holidays.

The production of the spot was something our teammates will never forget. Myra pointed out how an entire crew would disappear in sync as soon as the cameras began to roll.

“It was really cool,” she said. “It just went silent and people would just sink down so nobody could be seen. Some people even hid in the bushes.”

The experience took nearly five hours as the group walked out of the building about 30 times to capture the footage. Darcy improvised the opening line.

“They said to think of the first thing you would say to your teammate,” said Darcy. “Then they were like, ‘Go with it.’”

The crew made our teammates feel right at home in the big production. They also tested for COVID-19 and provided N95 masks to ensure safety.

“I never felt out of place,” said Matthew. “They were so welcoming and kind to us.”

On 11/5, our distribution centers held onsite events to celebrate the new spot. Teammates gathered at different times throughout the day for socially-distant premieres on the DC televisions, and they also enjoyed pre-packaged movie snacks and raffles. When Conklin teammates saw the opening shot, they couldn’t believe it was Myra, Matthew and Darcy. The spot was a hit, and teammates got a kick out of seeing their workplace in a totally new way.

“Seeing the equipment I literally see every day come to life was so cool,” said Darcy.

At the heart of the holiday campaign is DSG’s commitment to give 10,000 kids the Gift of Sport this holiday season. Being a part of the spot was not only an enjoyable and unforgettable experience, but it also served as a reminder, which Myra delivered to her team shortly after celebrating the spot.

“I talked about us being the difference between a child receiving their gift or not,” said Myra. “They are depending on us to deliver this time of year. The way they brought it to that child, it just brought tears to my eyes. Sports matter, especially youth sports, and it just pulls it all together in the spirit of the holidays. It just fills your heart.”




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