



**nuveen**

A TIAA Company

## **Nuveen Hits Home Run in Partnership with Major League Baseball's San Francisco Giants**

### ***Digital stadium graphics and community impact highlight partnership***

**SAN FRANCISCO, CA – September 2, 2021** Nuveen, a leading global investment manager with over \$1 trillion of assets under management, announced today it is integrating the firm's environmental sustainability efforts into its strategic partnership with Major League Baseball's San Francisco Giants. The partnership now provides Nuveen with LED takeovers and scoreboard wipes for each home run hit by the Giants at Oracle Park in San Francisco, and a unique environmental impact element that includes a donation to the Arbor Day Foundation to plant trees for every home run hit by the Giants throughout the 2021 season.

"As leaders in Responsible Investing for five decades, partnerships like these speak to who we are as a company and what we stand for," said Marty Willis, Chief Marketing Officer at Nuveen's parent company, TIAA. "Teams like the Giants play such an important role in their respective communities and it's an honor to be part of San Francisco's community in this way, but to transcend that by making a direct impact on the environment at the same time makes this partnership a home run for us."

In addition to the in-stadium and donation elements, Nuveen and the Giants will collaborate on marketing campaigns to raise awareness about the partnership, with a focus on their shared commitment to helping repair damage done to the environment. A season-ending feature by the Giants will highlight the number of home runs hit, and the number of trees planted as a result.

"The Giants are excited to enhance our partnership with Nuveen and together use the platform of baseball to raise awareness for the environment, which is so important to both of us," said Jason Pearl, Senior Vice President & Chief Business Development Officer, San Francisco Giants.

### **About Nuveen**

Nuveen, the investment manager of TIAA, offers a comprehensive range of outcome-focused investment solutions designed to secure the long-term financial goals of institutional and individual investors. Nuveen has \$1.2 trillion in assets under management as of 30 June 2021 and operations in 27 countries. Its investment specialists offer deep expertise across a comprehensive range of traditional and alternative investments through a wide array of vehicles and customized strategies. For more information, please visit [www.nuveen.com](http://www.nuveen.com).

## **About San Francisco Giants**

One of the oldest teams in Major League Baseball, the 138-year old franchise moved to San Francisco from New York in 1958. After playing a total of 42 years in Seals Stadium and Candlestick Park, the team moved to the privately constructed, downtown ballpark on the corner of 3rd and King. 2021 marks the Giants 22<sup>nd</sup> season at Oracle Park. The organization is widely recognized for its innovative business practices and baseball excellence having been named in the past decade the Sports Organization of the Year by Street & Smith's Sports Business Journal and Organization of the Year by Baseball America. Oracle Park is also the only ballpark in the country to have earned Silver, Gold and Platinum LEED certification for an existing building.

Since opening its gates, Oracle Park has become internationally-renowned as a premier venue in the world of both sports and entertainment. On the diamond, more than 61 million spectators have witnessed a number of magical moments, including three World Series Championships (2010, 2012 & 2014), the raising of four National League Pennants and seven playoff appearances. On June 13, 2012, the organization's first-ever Perfect Game was thrown by Giants ace Matt Cain. On July 10, 2007, San Francisco was the center of the baseball universe when it hosted the 78<sup>th</sup> Major League Baseball All-Star Game. The ballpark has played host to some of music's biggest acts, including Lady Gaga, Beyoncé & Jay Z, Ed Sheeran, the Rolling Stones, the Eagles, Bruce Springsteen and the E-Street Band, Green Day and Billy Joel. It also was the site of the 2018 Rugby World Cup Sevens.

Off the field, the Giants have one of the premier community outreach programs in professional sports. Through its community outreach programs and award winning Junior Giants Program, the Giants and the Giants Community Fund work with corporate and non-profit partners to raise awareness, educate and generate interest in a variety of issues important to both their fans and community including education/literacy, violence prevention, health and youth recreation and fitness.

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