



GUIDER NEWSLETTER

JANUARY - DECEMBER 2025 | ISSUE VII

GUIDER GROWTH UNDERSTANDING INCLUSION DIVERSITY EQUALITY REPRESENTATION

FOUR PILLARS OUR STAFF | OUR FANS | OUR COMMUNITY | OUR SPORT

We continue to see the growth of GUIDER each year. In 2025, we celebrate a more inclusive workplace with staff cultural education participation at an all-time high, hundreds of new youth hockey players, a continuous community event schedule with the Smashville Street Team and heritage celebrations at Nashville Predators games that continue to get bigger and better! Thank you for your role in supporting, empowering and sharing about the mission of GUIDER. We look forward to more work together in 2026!

JANUARY



API MUSIC HERITAGE NIGHT PRES. NASHVILLE ZOO

The third of four Music City Heritage Nights in SMASHVILLE, this API celebration - supported by API Tennessee - included a pregame showcase with cultural dance performances and representation from the community during the game. Plus, fans could enjoy the Concourse Passport game by visiting API music groups and collecting stamps. Playing cards were redeemed for red envelope surprise & delight prizes honoring Lunar New Year. Melissa Francis designed the API custom logo and the jerseys signed by players featuring the logo were auctioned off through the Nashville Predators Foundation.



FEBRUARY

BLACK MUSIC HERITAGE NIGHT PRES. NISSAN

The Nashville Predators hosted a pregame Music Heritage Showcase featuring artists in four genres - Country, Jazz, Gospel and Hip Hop. The National Museum of African American Music (NMAAM) also hosted a mobile exhibit on the concourse alongside The Nashville Black Market featured vendors. Plus, local artist Erihii Nyamor designed the Black Music Heritage custom Preds logo and jerseys signed by players were auctioned off through the Nashville Predators Foundation to benefit the community.



STAFF GATHER WITH GUIDER

STAFF VISIT TO THE NATIONAL MUSEUM OF AFRICAN AMERICAN MUSIC (NMAAM) FOR BLACK HISTORY MONTH





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MARCH



TSU SMASHVILLE SEMINAR PRES. NISSAN

The second annual Smashville Seminar took place in March. Nashville Predators staff taught courses to TSU Human Performance & Sport Science students to introduce them to the Sports & Entertainment industry through the hockey lens. Students earned (3) credit hours for participating and experienced behind-the-scenes tours, shadowing, skating on the ice at Bridgestone Arena and more.



WOMEN OF SMASHVILLE NIGHT

The Nashville Predators celebrated the women's hockey community through the first annual Women of Smashville Night. Latina-owned businesses from the ELLA Program (Entrepreneur Latina Leaders of America) were featured on the concourse alongside photo opportunities for fans. Plus, key female hockey coaches and artists were honored in-game.



WOMEN IN BUSINESS

The third annual Women in Business Night took place before the overall Women of Smashville game in March. Ticket buyers experienced pregame networking and hospitality alongside a panel discussion with Music City Hockey-related professionals and a keynote address from Preds President & COO Michelle Kennedy.



FISK UNIVERSITY SPORTS CAREER FAIR & PANEL

The Nashville Predators supported Fisk University's student-led career fair and panel, including sponsoring the meal and including a staff member on the panel. Preds recruiting team also participated in the career fair portion of the event to share about full and part-time opportunities.

STAFF GATHER WITH GUIDER

NASHVILLE ANTI-HUMAN TRAFFICKING COALITION (NAHT) PRESENTATION FOR WOMEN'S HISTORY MONTH





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APRIL



KIDS DAY PRES. PRESIDIO - MNPS PARTNERSHIP

The Nashville Predators partnered with MNPS Visual Arts Department to honor student artwork during the game, on the Bridgestone Arena plaza and on social media.



CHERRY BLOSSOM FESTIVAL

This festival has been around for many years and grown tremendously! The Nashville Predators were thrilled to serve as a sponsor and support the API community including vendors and artists that have partnered with the Preds on a variety of projects over the years.



HBCU GREEK NIGHT PRES. NISSAN

The Divine 9 Greek Organizations joined on the Bridgestone Arena plaza for a first-ever stroll off. Local HBCUs represented in-game as well including Royal Courts serving as honorary Towel Wavers, National Anthem singers from Meharry Medical College and Bud Light Song of the Game performed LIVE by the TSU choir.

MAY

API HERITAGE MONTH @ THE FRIST

The Preds joined API Middle TN in support of their celebration at The Frist Art Museum by sponsoring the showcase stage.



BLACK LEADERSHIP COLLECTIVE MEETING

Local leaders in the Black community joined the Nashville Predators for the first round table discussion as part of the newly formed Black Leadership Collective. The group agreed to meet twice annually alongside bimonthly email communication to stay connected.

Black Leadership Collective

STAFF GATHER WITH GUIDER

EXPERIENCED A TRADITIONAL JAPANESE TEA CEREMONY FOR API HERITAGE MONTH





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JUNE

FRANKLIN PRIDE FESTIVAL

The Preds participated in the festival for the second time and this year partnered with You Can Play, an inclusive hockey organization, to promote LGBTQIA+ participation in hockey using their Plays With Heart campaign



BLACK ON BUCHANAN

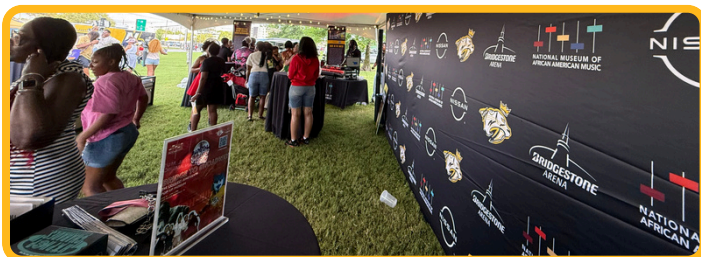
A connection that started through the Black Leadership Collective, the Preds joined The Equity Alliance for their annual Juneteenth Celebration - Black on Buchanan. The Preds brought the inflatable shot on net and free giveaway items.



JUNETEENTH615

The National Museum of African American Music (NMAAM) and the Nashville Predators collaborated on a Juneteenth activation for the fourth time, this year at the historic Fort Negley Park for Juneteenth615.

Co-branded giveaway items, DJ and games were hosted in the Bridge to Broadway tent.



NASHVILLE PRIDE PARADE & FESTIVAL

The Nashville Predators staff participate in the annual Pride Parade down Broadway, distributing custom pride giveaway items and joining the community celebration. The Preds also joined the 2-day festival at Bicentennial Mall State Park with the Preds & Pixels Gaming Trailer.



STAFF GATHER WITH GUIDER

VIEWING OF WILL & HARPER ON FANGVISION FOR PRIDE MONTH





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JULY



NHL STANLEY WINNERS

The Nashville Predators were honored by the National Hockey League (NHL) during their front office awards (The Stanleys) at the annual Club Business Meetings in Seattle, WA. The Preds won the **'Best Social Impact & Growth Initiative'** for the Music City Heritage Nights series.



HFF STREET HOCKEY CLINIC

The Preds partnered with the Hispanic Family Foundation (HFF) to bring street hockey to their primary facility in South Nashville - Plaza Mariachi. Over 40 children participated in a variety of stations to learn hockey basics from the Preds Street Team.

SMASHVILLE BOOK CLUB READS



Such a Fun Age by Kiley Reid
Little Fires Everywhere by Celeste Ng
This Is How It Always Is by Laurie Frankel
The House on Mango Street by Sandra Cisneros

AUGUST

GUIDER ADVISORY BOARD

Since the inception of GUIDER in 2020, the Preds have partnered with local community leaders through the form of a GUIDER Advisory Board. The Nashville Predators honored board members who completed their service to SMASHVILLE at the last meeting of the 24-25 season. The board remains strong with new members who are already making an impact!



(Left to Right) Shan Foster, Jamie Isabel, Ashlee Davis, Nancy VanReece, Victor Berrios

CREATIVE GIRLS ROCK BACK-2-SCHOOL BASH

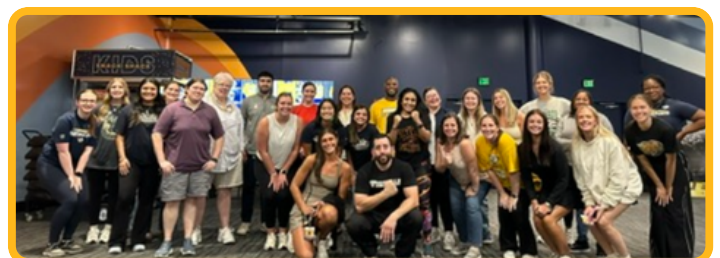
The Preds hosted a hockey-themed arts table at the Creative Girls Rock Back-2-School event.



STAFF HIGHLIGHT

SELF DEFENSE CLASS

The Women of Smashville internal GUIDER Committee hosted a self defense class for staff.





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SEPTEMBER

THE NASHVILLE BLACK MARKET TAKEOVER

The Nashville Predators hosted a takeover at The Nashville Black Market's First Friday Market on September 5, 2025. The Preds brought their host, GNASH, Preds & Pixels Gaming Trailer, co-branded giveaway items and interviewed this next Black Music Heritage logo artist - Elisheba Mrozcic.



FILIPINO COMMUNITY FESTIVAL

To support the API community and this year's Filipino custom logo artist, Heather Moulder, the Preds attended Filipino Community Fest. Custom logo giveaway items were distributed alongside information on API Music Heritage Night.



NASHVILLE BLACK WELLNESS 2-MILE TUESDAY

Another relationship that came through the Black Leadership Collective, the Preds attended 2-Mile Tuesday to support runners and encourage participation in the Fangtastic 5K a few weeks later.



FIESTAS PATRIAS

The Nashville Predators joined the Kids Zone with the Preds & Pixels Gaming Trailer during Fiestas Patrias - a celebration of independence days and the start of Hispanic Heritage Month. Bridgestone Arena also promoted upcoming Latin artist shows at this event.



ADVANCING WOMEN IN NASHVILLE AWARDS

The Preds were nominated for an AWIN award - Advancing Community - for their partnership with the YWCA on the 10-year initiative titled AMEND Together Empowered by the Nashville Predators. This program is in MNPS schools and works to educate young boys & men on healthy masculinity to diminish future domestic incidents.



NASHVILLE BLACK CHAMBER OF COMMERCE EVENT

The Nashville Black Chamber of Commerce partnered with MNPS to host a STEAM session for high school students at Whites Creek High School. The Preds sponsored the breakfast for the students.





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OCTOBER



HISPANIC MUSIC HERITAGE NIGHT PRES. PONCE LAW

The first of a three-part annual series honoring diverse communities in Nashville - Hispanic Music Heritage Night. There was a robust plaza party featuring ELLA Program vendors in the Preds mercado, a multiple act showcase and local food vendors. Local artist Esperanza Merritt created the custom logo and was featured in-game alongside other musicians and community members.



NAIA POW WOW VOLUNTEERS

The Indigenous Peoples GUIDER committee volunteered at the Native American Indian Association's (NAIA) annual Pow Wow at Long Hunter State Park.

STAFF GATHER WITH GUIDER

LEARN TO SALSA DANCE CLASS WITH SALSA SOUL NASHVILLE FOR HISPANIC HERITAGE MONTH



TSU HOMECOMING PARADE

The Preds are a proud 4-time participant in the TSU homecoming parade, distributing free tickets and giveaway items. Preds staff also attended the TSU homecoming football game at Nissan Stadium this year.



BLACK LEADERSHIP COLLECTIVE MEETING

The Collective met for their second in-person meeting of the year in October to continue collaboration. Members contributed agenda items alongside the Nashville Predators.

Black Leadership Collective

NOVEMBER

SMASHVILLE PREMIERE: THE JORDIN TOOTOO STORY

Legendary Nashville Predators player, Jordin Tootoo, shared a first glance at his raw documentary, TOOTOO: The Jordin Tootoo story. In support of the local Indigenous community, Jordin also attended IndigeNash at The Forge Nashville to show his documentary. The Preds donated ticket proceeds from their fan premiere to IndigeNash.





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STAFF GATHER WITH GUIDER

DOCUMENTARY VIEWING AND Q&A WITH ALUMNI PLAYER JORDIN TOOTOO FOR NATIVE AMERICAN HERITAGE MONTH



DECEMBER

API MUSIC HERITAGE NIGHT

The second in the Music City Heritage Night series took place in December - API Music Heritage Night. With support from API Middle TN, local organizations participated in the Smashville Stamps activation on the Bridgestone Arena concourse. Additionally, a growing pregame showcase included live music and dance from API community members. The Preds were honored to host celebrity chefs Maneet Chauhan and Arnold Myint as honorary Towel Waver and Mayor of Smashville. Local artist, Healthier Moulder, was featured in-game for the custom logo she created to celebrate the API community.



JEWISH COMMUNITY NIGHT

The third annual Jewish Community Night in partnership with the Jewish Federation of Greater Nashville was a great success. The group celebrated the fourth night of Chanukah with a pregame reception including kosher foods, t-shirt giveaway and live entertainment from Promise Sessions.



BREWING UP BUSINESS

The Preds were proud to host the TN Pride Chamber's last Brewing Up Business networking event of 2025 at Ford Ice Center Bellevue. Attendees enjoyed a happy hour together as well as cookie decorating and complimentary ice skating. The TN Pride Chamber also welcomed new president Kimber Beeler on this night.



UPCOMING EVENTS

Nashville Black Wellness Rally - Jan. 3
Black Music Heritage Night pres. Nissan - Jan. 20
HBCU Night pres. Nissan - Jan. 22
Mt. Zion Business Connect Brunch - Jan. 31
Black History Month w/ Nashville Black Market - Feb. 2, Feb. 4, and Feb. 26



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NASHVILLE PREDATORS STAFF LOGGED OVER

2,800 hours

OF CONTINUED DIVERSITY, EQUITY AND INCLUSION TRAINING



DID YOU KNOW?

- GUIDER's internal initiatives are supported by **(7) employee driven committees** supporting diverse communities: Hispanic Community, Black Community, Indigenous Community, API Community, Jewish Community, Women of Smashville, LGBTQIA+ Community.
- Nashville Predators internal staff had the opportunity to attend **(6) Gather with GUIDER educational sessions** during the work day.
- Through the custom jersey program on community and heritage nights in 2024-25, the Nashville Predators Foundation raised **over \$40,000** for Helper Grants.
- The Nashville Predators continue to support local, minority-owned businesses through Nashville Predators **Pay-It-Forward memberships**. Since their partnership began in 2023, the Preds have supported Nashville Black Market vendors through at least (3) memberships per year.
- To date, the CORE Program pres. Bridgestone Americas program has introduced **292** new skaters to the sport of hockey without cost. Predators captain **Roman Josi** continues to serve as the player ambassador for the program.



2025-26 GUIDER ADVISORY BOARD

DR. ADRIENNE BATTLE - METRO NASHVILLE PUBLIC SCHOOLS
JACKIE JONES - METRO PARKS & REC
JAMIE BERRY - METRO DEV & HOUSING AGENCY
BRIAN SEXTON - MAYOR'S OFFICE
CPT. JESSICA WARE - METRO POLICE DEPT
DAVID A. JOHNSON - REGIONS BANK
RACHEL THOMAS - BRIDGESTONE AMERICAS
TERRY VO - API MIDDLE TN
JESSIE GARCIA KNOWLES - CLARK CONSTRUCTION | ELLA
JONATHAN WILLIAMSON - NAACP NASHVILLE
RAQUEL BARLOW - BEE HIVE | TN PRIDE CHAMBER
NICOLE ALLISON - NHL
SEAN WHYTE - NHL