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Matrix Trade Institute Wins \$30,000 Advertising Campaign

ESPN Cleveland, KeyBank and the Cleveland Cavaliers partner in support of local business

CLEVELAND, OH. (September 30, 2020) –The winner of ESPN Cleveland’s *Moving Business Forward* contest, presented by KeyBank and the Cleveland Cavaliers is Matrix Trade Institute. The contest, which ran from July 20 – August 20, 2020, was created to spotlight local Cleveland businesses.

Matrix Trade Institute has won a \$30,000 advertising campaign with ESPN Cleveland plus the use of a Rocket Mortgage FieldHouse private suite for a Cavaliers 2020-21 regular season home game.

The contest received more than 80 applicants and essays were judged based on five criteria: nominator’s passion for the business, innovation during and response to the current COVID-19 pandemic, employee loyalty, impact on-neighborhood/community, and overall business culture.

Matrix Trade Institute is a forward-thinking, hands-on automotive technician training school in Beachwood, Ohio designed to get auto mechanic and collision repair students learning to earning in just 20 weeks. As the fastest, most efficient auto & collision mechanic training program in Ohio, Matrix Trade Institute currently has a near 100% graduation rate equaling paid internships and/or full-time employment to date.

Matrix Trade Institute also provides training to local dealerships, auto repair shops and collision centers designed to increase the skills and efficiency of their workforce while improving retention and recruiting efforts.

“Matrix Trade Institute is a great example of a local business using innovation, a great culture and a commitment to the community to move northeast Ohio forward. Our goal with this contest, in conjunction with Key Bank and the Cavs, was to highlight, reward and help grow a local Northeast Ohio business. The opportunity that Matrix Trade Institute has created makes a real impact on employment outcomes in Northeast Ohio, and we’re excited to work with them on a customized marketing plan to achieve their objectives,” said Sam Pines, market manager of ESPN Cleveland and VP of Good Karma Brands. “I want to thank KeyBank and the Cleveland Cavaliers for partnering with us on this important initiative and supporting local businesses in Northeast Ohio.”

“Matrix is humbled and thrilled with this recognition and opportunity,” says CEO of Matrix, Dustin Peugeot. “This allows us to tell our story to the NEO market, and launch much needed careers to the auto repair and collision repair industries that have incredible demand.”



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“All of us at KeyBank congratulate Matrix Trade Institute for winning ESPN Cleveland’s Moving Business Forward Contest,” said Timothy Burke, KeyBank Northeast Ohio Market President. “We are proud to partner with ESPN Cleveland and the Cleveland Cavaliers in this contest that supported and raised awareness for so many small businesses which truly are the heart of our economy.”

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About Matrix Trade Institute

Founded in 2018, Matrix Trade Institute is a revolutionary auto mechanic training program located in Beachwood, Ohio. Our approach to technician training is designed to meet the demand for efficient entry-level mechanics using interactive learning technology, hands-on repetitions and efficiency training to help employers retain and grow them into the next generation of loyal, well-compensated, leading automotive technicians. For more information on Matrix Trade Institute, please visit <https://www.matrixtradeinstitute.com>.

About KeyBank

KeyBank's roots trace back 190 years to Albany, New York. Headquartered in Cleveland, Ohio, KeyCorp is one of the nation's largest bank-based financial services companies, with assets of approximately \$171.2 billion at June 30, 2020. Key provides deposit, lending, cash management, and investment services to individuals and businesses in 15 states under the name KeyBank National Association through a network of over 1,000 branches and more than 1,400 ATMs. Key also provides a broad range of sophisticated corporate and investment banking products, such as merger and acquisition advice, public and private debt and equity, syndications and derivatives to middle market companies in selected industries throughout the United States under the KeyBanc Capital Markets trade name. For more information, visit <https://www.key.com/>. KeyBank is Member FDIC.

About Good Karma Brands

Good Karma Brands, LLC (GKB) is a media and marketing company with expertise in leveraging the power of sports and local news to build brands through radio, digital, events, and TV assets. In addition to 850 ESPN Cleveland and 1540 ESPN Cleveland, radio assets include five additional ESPN affiliated radio stations in Chicago, Milwaukee, Madison and West Palm Beach, Newsradio 620 WTMJ in Milwaukee and two stations in Beaver Dam, Wis. In partnership with ESPN, GKB also offers local marketing partners geo-targeted advertising on ESPN’s digital platforms. In addition to its radio assets, GKB boasts a number of premium brands, including an events division that produces the Wisconsin Sports Awards, Tundra Trio hospitality houses in Green Bay, Wis., and the Boca Raton Bowl. For more information, please visit www.goodkarmabrands.com.

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