



Sharpie® Drafts Ashton Jeanty and Tetairoa McMillan as its 2025 Rookies of the Year

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The Sharpie S-Gel pen will be in hand throughout Jeanty and McMillan's rookie seasons, to help them make their mark as pro athletes.

ATLANTA, Feb. 7, 2025 /PRNewswire/ -- After a powerhouse first year, Sharpie®, the iconic brand within the Newell Brands global portfolio, is bringing the Sharpie Rookie of the Year program back for another season. Today, the brand announced its second class of college football standouts and prospective pros, Ashton Jeanty and Tetairoa McMillan. Throughout their rookie year, the high-performance Sharpie S-Gel pen will help these top prospects make their mark.



"Ashton and Tetairoa join the ranks of the 2024 Rookie of the Year alumni, Rome Odunze and Michael Penix Jr., who excelled on and off the field in their first year in the pros," said Gina Lazaro, Vice President, Brand Management, Writing at Newell Brands. "We couldn't be more excited for Rome and Michael to pass the pen to the next class of standout athletes as they prepare to make their mark on the sports world."

Jeanty and McMillan will showcase how elite professionals turn to Sharpie, and the high-performance S-Gel pen, for life's most important signatures, starting with inking their first professional contracts. The pen delivers a smooth, reliable, and vibrant writing experience, ensuring every mark is as lasting as the moment itself.

"Sharpie is the go-to brand for making a statement and as a top-performing athlete, I need a pen that can keep up with my speed on the field and on the page," said Jeanty, America's top running back. "The S-Gel pen gives me a signature that stands out every time. With no smear, no smudge technology, I know I can count on it when it matters most."

Throughout the year, the Rookies will use Sharpie products to make their marks at the beginning of their pro careers. From signing day to building their personal brands through fan autographs, Jeanty and McMillan will have the full power of Sharpie at their fingertips.

"I plan to make an impact in the league during my rookie season and with Sharpie, my signature will be as smooth as I am on the field," said standout wide receiver, McMillan. "I'm ready for a season that's as vivid and unforgettable as the Sharpie S-Gel pen."

Sharpie S-Gel pens come in a variety of barrel colors, tip sizes and ink colors, including the new, premium [Sharpie S-Gel Copper pen](#). Sharpie S-Gel can be purchased at your local office superstores, retail stores, drug stores and through several online retailer sites including [Amazon](#), [Target](#), [Walmart](#), [Office Depot](#) and [Staples](#).

About Sharpie®

In 1964, the iconic Sharpie Fine Point black marker became the first pen-style permanent marker, and today Sharpie offers a wide selection of permanent markers, pens, highlighters, and more for the classroom, the office, and at home. Having perfected the permanent marker, Sharpie has gone on to innovate across all types of writing tools. Made to write on, stand out on, and stay on practically any surface, it is the Permanent Marker born for courageous self-expression that never, ever fades from glory. All Sharpie products are designed for precision and performance to bring your vision to life, transforming the ordinary to bold and creative with intensely brilliant colors that elicit vibrant impressions. The ink dries quickly and resists water and fading, allowing creations to stand the test of time. Permanent Markers from Sharpie are made to write on various mediums including paper, plastic, metal, and most other surfaces.

About Newell Brands

Newell Brands (NASDAQ: NWL) is a leading global consumer goods company with a strong portfolio of well-known brands, including Rubbermaid, Sharpie®, Graco®, Coleman®, Rubbermaid Commercial Products®, Yankee Candle®, Paper Mate®, FoodSaver®, Dymo®, EXPO®, Elmer's®, Oster®, NUK®, Spontex® and Campingaz®. Newell Brands is focused on delighting consumers by lighting up everyday moments.

This press release and additional information about Newell Brands are available on the company's website, www.newellbrands.com.

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