

Broncos Trade Puts Tim Tebow in Spotlight With Jeremy Lin

Start spreading the news. **Tim Tebow** is leaving Denver for the New York.

The Denver Broncos traded Tebow to the New York Jets. The move comes after the Broncos inked a five-year deal with Peyton Manning earlier this week and puts the Christian footballer in the same spotlight as New York Knicks rising star and brother in the Lord, Jeremy Lin.

“One wonders, how much will the first picture of Jeremy Lin and Tim Tebow together be worth? Will a brand try and put them together?” asks Ronn Torossian, CEO of 5WPR, a New York City PR agency that has represented athletes and celebrities like Sean “Diddy” Combs, Snoop Dogg, Allan Houston, Jalen Rose, as well as evangelical organizations including the Christian Coalition of America.

“From a personal perspective, Tebow will need to be prepared for what the big city brings—for good and for bad,” Torossian says. “From temptation to privacy, the stakes in the Big Apple are different and one wonders how he will cope with the non-stop pressure. There’s no escape from the constant celebrity status in New York.”

As Torossian sees it, Tebow is likeable, and has already broken through the sports barrier as a known American celebrity. If he can win in NYC, he can become as well-known and as well-liked as any celebrity worldwide.