

MAJOR LEAGUE RUGBY

## PRESS RELEASE



### MAJOR LEAGUE RUGBY TEAMS UP WITH RTIC OUTDOORS AS LEAGUE'S OFFICIAL DRINKWARE AND COOLER PROVIDER

TEXAS-BASED COMPANY BECOMES LATEST SPONSOR TO JOIN MLR



THE OFFICIAL  
DRINKWARE AND COOLER  
PROVIDER OF  
MAJOR LEAGUE RUGBY

**DALLAS** (January 11, 2023) – Major League Rugby (MLR) today announced RTIC Outdoors as the league's official drinkware and cooler provider. Known for selling a wide range of outdoor lifestyle products that are "Overbuilt. Not overpriced.", RTIC Outdoors will provide all MLR teams with premium coolers and insulated beverage products during the two-year partnership.

Fans will see team-branded RTIC water coolers and hard coolers on the sidelines during all 2023 and 2024 matches as part of the new partnership. With a goal of showcasing their high-quality products across the entire league RTIC Outdoors will also become the official sponsor of MLR Fan Appreciation, which regularly involves surprise and delight events rewarding MLR fandom for their team and league allegiance. In addition, MLR will be the first licensed league featured on MyRTIC on [rticoutdoors.com](https://rticoutdoors.com), where fans will be able to purchase custom-branded team drinkware.

"The partnership between MLR and RTIC Outdoors is a perfect fit," said MLR Chief Commercial Officer, Harry Hardy. "It brings together two organizations that are growing rapidly, have loyal and passionate customers and fans and are in essence built differently. We couldn't be more excited to welcome RTIC to the MLR family."

"We're thrilled to be partnering with MLR, bringing our high-performance, durable products to the pitch," said Bill Pond, CEO of RTIC Outdoors. "We focus on providing gear that supports opportunities for strong community and camaraderie, and we are excited to align our efforts with MLR. We are excited about bringing together fans and players, as well as showcasing the capabilities of our new MyRTIC design process."

#### About RTIC Outdoors:

From exciting expeditions to your routine activities, RTIC inspires you to explore everything your day has to offer. With a range of drinkware, coolers, and outdoor essentials, RTIC makes adventures easy and reflects the strength and adventurous spirit of its customer base. RTIC is based in Houston, Texas, and offers products online at [rticoutdoors.com](https://rticoutdoors.com).

#### About Major League Rugby:

Major League Rugby is a professional sports league entering its sixth season that represents the highest level of rugby competition in North America. The League evolved from seven teams in 2018 to 12 teams in 2023, featuring 11 from the United States and one from Canada. Matches are televised on Fox Sports, among other national and local market platforms. Select matches are available to stream live in North America on The Rugby Network, and all matches are available on The Rugby Network for international fans. MLR prides itself in fostering intense and high-stakes competition, while bringing together a passionate community built on the values of Respect, Inclusivity, and Tradition. For more information about MLR, visit [www.MajorLeagueRugby.com](https://www.MajorLeagueRugby.com).

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