

**FOR IMMEDIATE RELEASE**

**Reactor Projekt Announces Groundbreaking Partnership with Professional Disc Golfer Ricky Wysocki**

Overland Park, KS – April 12, 2024

Reactor Projekt, the innovative force that's redefining disc golf style, is proud to announce its partnership with professional disc golfer Ricky Wysocki. This unique collaboration marks a significant milestone for both parties, introducing a new partnership model that transcends the sport of disc golf and traditional sponsorship arrangements.

Two-time World Champion Ricky Wysocki, renowned for his dominance on the disc golf course and his ability to connect with fans, has secured an equity stake in the company and will become a co-owner. It's a move that represents a groundbreaking departure from the typical athlete sponsorship model, demonstrating his commitment to the company's success beyond the confines of competition. This forward-thinking approach not only solidifies Wysocki's commitment to the brand but also aligns his interests with Reactor Projekt's mission to revolutionize an athlete's potential for building a legacy brand.

In Wysocki's own words, "It's not just a shirt that I'm putting my logo and branding on, it's something I'm developing with the Reactor team from scratch. I am working directly with their branding team and stylist to develop my own unique brand and style. The new Ricky Wysocki brand and apparel is going to be special. I love having fun and engaging with fans, but I also have a serious professional side, where I can lock-in and go on the hunt for a win." This hands-on involvement underscores the collaborative spirit driving this partnership, promising exciting innovations in disc golf apparel and beyond.

Since its launch in 2023, Reactor Projekt has been dedicated to making disc golf a more stylish sport, and this partnership with Ricky signifies a significant expansion of their reach within the disc golf community and beyond. By providing branding, design, sales platform, marketing, and logistics support, Reactor Projekt enables Wysocki to focus on what matters most to him: connecting with fans and winning tournaments.

"We're thrilled to welcome Ricky Wysocki to the Reactor family," said John Thompson, Co-founder and Team Manager at Reactor Projekt. "This partnership represents a bold step forward in our mission to revolutionize disc golf style and empower athletes like Ricky to realize their full potential both on and off the course."

Reactor Projekt and Ricky Wysocki are poised to make waves in the world of disc golf and beyond, demonstrating the power of collaboration, innovation, and a shared commitment to excellence.

Ricky's new brand and apparel line will be revealed soon, but in the meantime, ReactorProjekt.com has a core line of apparel and accessories available now.

Time to Fly!

For media inquiries, please contact:

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About Reactor Projekt: Reactor Projekt is blazing a new trail in the world of disc golf apparel, dedicated to redefining style both on and off the course. Since its inception in 2023, Reactor Projekt has been committed to pushing the boundaries of traditional sportswear, offering innovative designs that empower athletes to perform at their best. With a focus on quality, design, and community, Reactor Projekt is reshaping the future of disc golf fashion.

### **Connect with Reactor Projekt:**

- Website: [www.reactorprojekt.com](http://www.reactorprojekt.com)
- Instagram: [@reactorprojekt](https://www.instagram.com/reactorprojekt)

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