



## FOR IMMEDIATE RELEASE

Contact: Lisa Hayashi

Igloo Products Corp

[lhayashi@igloocorp.com](mailto:lhayashi@igloocorp.com)

281.394.6226

### Igloo Celebrates 70 Years of Cooler Innovation with the Legacy™ Collection

**Katy, Texas – January 5, 2017** - [Igloo Products Corp.](http://igloocorp.com) ("Igloo"), the industry leader in coolers, celebrates its 70<sup>th</sup> anniversary this year. Since creating the category with the original beverage cooler in 1947, Igloo has been the undeniable worldwide leader in mobile food preservation and hydration systems. To celebrate this milestone anniversary, Igloo is introducing their stainless steel [Legacy™ Collection](#).

"Igloo's metal beverage cooler was the product that launched the cooler industry and put Igloo on the map," said Candi Whitsel, senior vice president of marketing and product management, Igloo Products Corp. "As we celebrate our 70<sup>th</sup> anniversary, it seems fitting to pay homage to the cooler that started it all by building on its timeless design and universal appeal."



### Igloo Legacy™ Collection | Modern Performance and Timeless Aesthetics

#### [Legacy Vacuum Tumbler](#)

Igloo is launching its all-new Hydration Collection in 2017. This high performing, high quality drinkware is available in a variety of styles to address different consumer needs and activities.

The Legacy Vacuum Tumbler is the cornerstone of the collection and is the perfect tumbler to keep drinks cold or hot. These beautifully designed tumblers are perfect for the backyard, desktop or family camping trip.

Features include:

- Dishwasher safe press-fit Eastman Tritan™ lid
- Stackable design
- Vacuum insulation keeps drinks cold for 24 hours and hot for 6 hours
- Ounce markings to easily measure 1.5oz for spirits or 5oz for wine
- Colors: Copper, Natural Brushed, Matte Black
- MSRP: 12 oz. \$8.99, 16 oz. \$9.99, 20 oz. \$10.99

## [Legacy 2.5 Gallon](#)

The Legacy 2.5 Gallon combines Igloo's hydration heritage with fresh materials and innovative features to create the ideal beverage cooler for home and backyard entertaining.

Features include:

- Body and lid made of rust-resistant 304 stainless steel
- Cool Riser Technology® pedestal / base elevates from hot surfaces and enables easy cup access to spigot
- Ultratherm® foam insulation keeps beverages cooler longer
- Swing-up bail handle for easy lifting and transport
- Leak resistant stainless steel spigot
- Flavor infuser under lid that is easy to remove for refilling or cleaning
- Pressure-fit lid maintains a firm seal
- Inside liner made of easy-to-clean polyethylene
- Capacity: 2.5 gallons | 9.46 liters
- MSRP: \$199.99

## [Legacy 54 Quart](#)

Classic design packed with best-in-class Igloo technology, the Legacy 54 Quart Cooler offers excellent cold retention and is right at home at a backyard party or the family campsite.

Features include:

- Body and lid made of rust-resistant 304 stainless steel
- Cool Riser Technology® improves cooling performance by elevating from hot surfaces
- Ultratherm® insulation in body and lid keeps contents cold
- Convenient stainless steel bottle opener
- Wide, stainless steel swing-up side handles with comfort grips
- Stainless steel lid hinges and latch for maximum durability
- Recessed, triple-snap drain plug
- Capacity: 54 quarts | 85 cans
- MSRP: \$179.99

### **About Igloo Products Corp.**

Texas-based Igloo Products Corp. is an international designer, manufacturer and marketer of coolers, drink containers, and supporting accessories. For 70 years, the Igloo brand has been synonymous with quality, durability and innovation since originating the cooler category in 1947 and remains the number one cooler brand worldwide today. Offering more than 500 different products, Igloo products are sold by more than 110 thousand retail storefronts around the world. For more information, visit

[www.igloocoolers.com](http://www.igloocoolers.com).