



FOR IMMEDIATE RELEASE

IGLOO ANNOUNCES ADDITION OF JACOB WHEELER AS BRAND AMBASSADOR

THE 2019 MAJOR LEAGUE FISHING WORLD CHAMPION WILL STAY COOL WITH IGLOO

February 18, 2020 (Katy, TX) – Today, Igloo is proud to announce that fishing phenom Jacob Wheeler has joined the brand team. As the reigning Major League Fishing Tour Champion, Igloo is prepared to help Jacob keep his cool.

Jacob is a young, driven fisherman that has a lot of fun on the tournament circuit. 2019 was his biggest year yet, winning the Bass Pro Tour Stage Seven on Table Rock Lake, the General Tire World Championship, the MLF Cup Championship, and winning the fan favorite award, the MLF MVP. Early on in his career, at just 21-years-old, he was the youngest angler to win the Forrest Wood Cup, and the first angler in history to win the first two Bassmaster Elite Series events he entered.



“Igloo is so proud to have Jacob Wheeler join the brand. He really embodies Igloo’s values and is a great advocate for our brand to the fishing community,” stated Brian Garofalow, Igloo VP, Marketing. “We wish Jacob continued success as he enters the 2020 MLF Bass Pro Tour and are proud to be keeping his drinks cold!”

Jacob added “I’m excited for the opportunity to work with a company that has been around for so long — the pioneers of the cooler industry! Grateful to have another partner that makes quality products that have stood the test of time. Being a professional angler and avid outdoorsman, Igloo lines up perfectly with my life. From being on the water to everyday activities with my family, Igloo has me covered!”



Igloo has been providing coolers that enable the pursuit of happiness since 1947, and the brand's line of marine coolers are designed to keep food and drinks fresh for everyone from the casual weekend warrior to the tournament angler.

Jacob's 2020 sponsors include: Academy Sports + Outdoors, Realtree Fishing, Googan Baits, Duckett Fishing, Toyota, Evinrude Motors, Rapala, Triton Boats, Wiley X, frogg toggs, Wieda's Marine, VMC, Sufix, Magellan, Bob's Machine Shop.

About Igloo:

Born from a modest metalworking shop back in 1947, Igloo has been instrumental in redefining how we live, work and play. What began with bringing clean water to the worksite quickly moved into super-functional, best in class ice chests. Igloo products made the family outdoor recreation movement of the 20th century possible. Suddenly, taking your kids camping on the weekend became easy and cross-country road trips became a summer vacation staple.

As we approach our next century, Igloo is 1500 employees strong. We are proud to call —a 1.8 million square-foot, three-building facility in— Katy, Texas home. With more than 500 products sold at thousands of retailers around the globe, we can confidently call ourselves the number one cooler manufacturer in the world.

And through it all we haven't lost sight of our original goal—to create products that enable the pursuit of happiness (however you define it). That's why we're still working hard every day to innovate, create, and make it easier for you to get out, work hard and play even harder.

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