

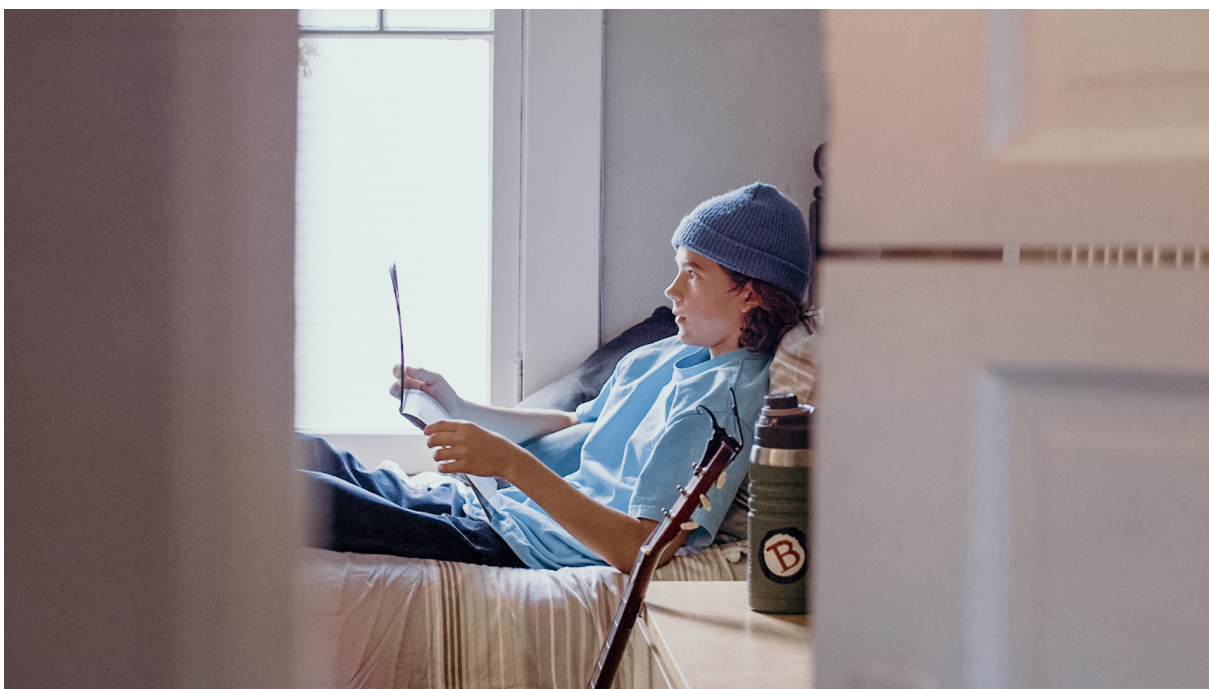


FOR IMMEDIATE RELEASE

IGLOO REVEALS 2020 PLAYMATE CALENDAR WITH 12 CENTERFOLD-WORTHY MODELS

100% of the Proceeds from the Igloo Playmate Calendar Sales Will Be Donated To The American Cancer Society To Help In The Fight Against Breast Cancer

October 22, 2019 (Katy, TX) - Igloo announced the surprise launch of its first Playmate Calendar today, featuring 12 beautiful models that might be a little cooler than what you'd expect. With 12 captivating months of jaw-dropping images and adding little levity to a very serious issue, the Playmate calendar is focused on raising money to help in the fight against Breast Cancer, with 100 percent of the profits generated from the calendars will be donated to benefit the American Cancer Society. To score a copy of Igloo's first Playmate calendar, click here: igloocoolers.com/playmatecalendar



“The iconic Igloo Playmate has been around since the 1970’s. It’s adored by millions, and we thought it was time to feature this Playmate and friends on a calendar so fans can enjoy their silhouettes all year,” stated Brian Garofalow, VP of Marketing and Ecommerce. “In all seriousness, the Igloo Playmate calendar is a lighthearted way to achieve our goal to raise awareness and financial support for a disease that more than 15 million Americans battle every day. We wanted to do our part, and are very proud



to be able to contribute to the American Cancer Society's mission to save lives, celebrate them, and lead the fight for a world without cancer."



With 12 seductive months of Playmates, this calendar is the first of its kind, and will keep viewers staring and looking forward to the months ahead. The limited Igloo Playmate calendars are now available on igloocoolers.com/playmatecalendar for \$14.99.

To keep up with all things Igloo, follow and like:

[Instagram](#)

[Facebook](#)

[Twitter](#)

[Youtube](#)

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.

Igloo Press Contact:

Michael Custodio

949.351.4443

michael@masterplancommunications.com

###