

PRINGLES® RENEWS FLW SPONSORSHIP FOR 2012 SEASON

Written by Joe Opager
Tuesday, 17 April 2012 13:25

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MINNEAPOLIS (April 16, 2012) – FLW, the world’s premier tournament-fishing organization, announced today that it will continue its partnership with Pringles® for the upcoming 2012 season. Professional

angler Vic Vatalaro will once again represent Pringles®

on the Walmart FLW Tour. Vatalaro has more than \$800,000 in career tournament winnings, has 18 career top-10 tournament finishes and has qualified for the Forrest Wood Cup four times.

Through its sponsorship agreement, Pringles®

will receive exposure across all of FLW’s platforms, including its tournaments and Expos, multiple websites, FLW Bass Fishing and FLW Walleye Fishing magazines and the “FLW” television show on NBC Sports Network. “FLW” is broadcast Sundays in high-definition (HD) to more than 559 million households worldwide, making it the most widely distributed weekly outdoors-sports television show in the world.

“We are thrilled to extend our partnership with Pringles®

,” said Trisha Blake, President of FLW Marketing Division. “Their line of snack products are enjoyed by people around the world, and are a great fit with the FLW family of sponsors.”

Pringles®

offers consumers a variety of snacking options including Original Pringles®

, Pringles®

Multigrain, Pringles®

Xtreme, and Pringles®

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ABOUT PRINGLES® Over the last 40 years, consumers are “loud in love” for Pringles® ... the can, its unique shape that cradles the mouth, that crunch, and the crisps’ unique taste and texture. Over the years, the love of Pringles®

has spread around the world and it is now available in over 140 countries. For more information on Pringles, visit

www.Pringles.com

ABOUT FLW

FLW is the industry’s premier tournament-fishing organization, providing unparalleled fishing resources and entertainment to our sponsors, fans and host communities. FLW is offering anglers of all skill levels the opportunity to compete for millions in prize money nationwide in 2012 over the course of 191 tournaments across five tournament circuits, each providing an avenue to the sport’s richest payday and most coveted championship trophy – the Forrest Wood Cup. FLW is committed to providing a lifestyle experience that is the “Best in Fishing, On and Off the Water,” through a variety of platforms including tournaments, outdoor expos and the world’s richest fantasy sports game – FLW Fantasy Fishing. For more information about FLW and FLW Fantasy Fishing, visit

FLWOutdoors.com

or

FantasyFishing.com

and look for FLW on Twitter and Facebook.

FLWOutdoors.com