



FOR IMMEDIATE RELEASE

PABST BLUE RIBBON NAMED 2010 OFFICIAL BEER SPONSOR OF THE IRONMAN FOOTBALL LEAGUE

The Ironman Football League proudly announces that Pabst Blue Ribbon will be the Official Beer Sponsor of the Ironman Football League for the 2010 season. By becoming the marketing beer brand of the IFL, Pabst Blue Ribbon will have its logo appear on the League website, game schedules, and various other League promotional items.

The deal will give the Ironman Football League increased exposure as Pabst Blue Ribbon has agreed to print and produce “poster-like” game schedules for the League. The schedule posters will be used primarily for in-store promotional marketing and will be displayed in various supermarkets, bars, and restaurants that are all within the League’s demographics.

IFL Founder & CEO, Chris Chudada, described the partnership between the IFL and Pabst Blue Ribbon as “historic”. The deal without a doubt strengthens the Ironman Football League’s overall promotional and advertising capabilities.



The sponsorship will also allow the League to launch a large marketing campaign that will increase League awareness and assist its eleven franchise members in their advertising efforts.

Pabst Blue Ribbon is a premium lager brew crafted with a hefty infusion of 6-row barley in its ingredient package, a carefully balanced carbohydrate profile from corn syrup, and a unique combination of Pacific domestic hops blended with an imported Yugoslavian variety. Fermented with a pure culture of yeast and aged at high gravity, PBR is cellared and finished to the smooth, robust likeness of a fine Pilsner.

Information about the IFL

The Ironman Football League was founded by Chris Chudada of Pewaukee in 1996. Its purpose is to provide a professional and quality atmosphere for its players and fans. The League provides players 18 & older the ability to play full contact, highly competitive, football on a professional level. From the quality of its facilities and professional structure to the caliber and experience of its players, the IFL is undeniably one of the best semi-professional football leagues in the country.

www.ironmanfootballleague.com

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