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National Lacrosse League Announces Partnership with Freeheart - Covo Drinkware
Freeheart Drinkware to provide official NLL branded insulated cups

PHILADELPHIA, December 6, 2017 – [The National Lacrosse League](#) (NLL), the largest men’s professional indoor lacrosse league in North America, today announced a new partnership with Freeheart - Covo Drinkware, a premium thermal insulated drinkware company.

“Freeheart-Covo Drinkware is pleased to be the exclusive thermal insulated drinkware provider of the National Lacrosse League,” said Rainer Kuhn, President at Covo Drinkware. “We look forward to launching and building out our initial retail network with our 16oz and 24oz sizes, then continuing to expand with our stainless-steel products in 2018.”

This partnership with Freeheart-Covo Drinkware marks the 14th partnership announcement from the League since November 2016. The NLL has signed deals with various equipment providers, technology companies and charitable organizations in the past year.

“Freeheart-Covo Drinkware is a world class brand and we are thrilled to have them join our family as the exclusive provider of thermal insulated drinkware for the NLL,” said NLL Commissioner Nick Sakiewicz. “Branded drinkware will give our fans the opportunity to support their favorite teams and express their fandom like never before. We are happy to welcome them as part of our ever-expanding family.”

For more information on Freeheart-Covo Drinkware and their products, [click here](#).

About Freeheart-Covo

Freeheart-Covo Drinkware, founded in 2011 by Jack Walters III, specializes in catering to sporting goods shops, memorabilia stores, sports e-commerce retailers, independent gift shops, buying groups, regional and national retailers, and also contract manufacturing for OEMs. The company has more than 400 unique designs available that appeal to a wide variety of markets and prides itself on delivering the absolute best quality and innovation on the market. President Rainer Kuhn joined the Florida based Covo team in 2017 and brings more than 30 years of experience in consumer product sales with him.

About the National Lacrosse League

The [National Lacrosse League](#) (NLL) is North America's premier professional indoor lacrosse league. Founded in 1986, the NLL ranks third in average attendance for pro indoor sports worldwide, behind only the NHL and NBA. The League is comprised of 11 franchises across the United States and Canada: Buffalo Bandits, Calgary Roughnecks, Colorado Mammoth, Georgia Swarm, New England Black Wolves, Philadelphia Wings, Rochester Knighthawks, San Diego Seals, Saskatchewan Rush, Toronto Rock and



Vancouver Stealth. The 2017-18 NLL season, commemorating the League's 32nd year, begins December 8th for #FaceOffWknd. For more information, visit NLL.com and find the NLL on [Facebook](#), [Instagram](#) and [Twitter](#).