



## **Pro Football Stars Pierre Garçon and Mark Ingram Partner with Russell Brands LLC**

*Athletes to Serve as Brand Ambassadors Across Communications Platforms*

**Bowling Green, KY (October 8, 2012)** – Russell Athletic®, a division of Russell Brands, LLC, today announced new partnerships with Washington wide receiver Pierre Garçon and New Orleans running back Mark Ingram. Both star professional football players will serve as Russell ambassadors, representing the brand’s wide array of products and company interests across a number of initiatives.

“To have Pierre and Mark join the Russell Athletic family is a huge honor for us,” said Gary Barfield, executive vice president, Russell Brands, LLC. “Not only are they both exceptional athletes, but they are also both stand-up guys who we are proud to have representing our brand. Pierre and Mark are hard workers and show dedication and purpose every time they hit the field, qualities that Russell Athletic has embraced for the past 100-plus years.”

As part of this new partnership, Garçon and Ingram will each play a role in Russell Athletic® product development, working in conjunction with designers and merchandisers to conceptualize, test and refine new product technology. They will also provide professional expertise as innovation consultants across Russell’s variety of apparel and equipment lines at the youth, recreational, high school and collegiate levels.

In addition to product development, Garçon and Ingram will also appear in future in-store, consumer and trade advertising, as well as represent the brand through fan meet-and-greets, social media activity and youth camps. The athletes’ agreements with Russell Brands, LLC, span three years, through the 2014-2015 season. They will also both serve on a panel of judges for the Russell Athletic® Fight Like Dylan Award, which annually honors a high school team with a \$50,000 team uniform and equipment grant.

“I’ve been wearing Russell Athletic my entire life, from team uniforms to practice gear,” said Garçon. “When you think of football, you think of Russell Athletic. I’m proud to be part of an organization with such a rich history in sports.”

“From youth leagues to high school, Russell Athletic products have played a role in making me the player I am today,” added Ingram “I’m honored to be part of the Russell Athletic family and continue to support a brand that has been with me since I scored my first touchdown.”

Pierre Garçon, a starter on the 2012-2013 Washington team, was drafted in the sixth round by Indianapolis in the 2008 draft. Prior to turning professional, Garçon was a football standout at Mount Union College where he collected an array of top collegiate honors. Mark Ingram the 2010 Heisman Trophy winner from the University of Alabama, was drafted twenty-eighth overall in the first round of the 2011 draft by New Orleans. Since arriving in New Orleans, he has been a critical member of the team’s offense, punishing opposing teams with both power and speed.

The partnership with these players is another step in the Russell “Together We R” marketing campaign, which celebrates teams and the players who comprise them. Russell outfits athletes at all levels, from youth sports to the collegiate level and beyond. Russell Athletic® is the official uniform of the Little League World Series, the Harlem Globetrotters and the Arena Football League, as well as the proud sponsor of the Russell Athletic® Bowl in Orlando, Fla., through 2015. To learn more about Russell Athletic®, log on to [www.RussellAthletic.com](http://www.RussellAthletic.com), [www.Facebook.com/RussellAthletic](http://www.Facebook.com/RussellAthletic) or [www.Twitter.com/RussellAthletic](http://www.Twitter.com/RussellAthletic).

#### **About RUSSELL BRANDS, LLC**

For more than 100 years, Russell Brands, LLC, has supplied America’s athletes and teams with the latest innovations to help them perform at their best and is a leading supplier of apparel and team uniforms at the high school, college and professional levels. Russell’s collegiate licensed products and athletic wear are broadly distributed and marketed through department stores, sports specialty stores, retail chains and college bookstores. For more information, please visit [www.RussellAthletic.com](http://www.RussellAthletic.com).

###

**Media Contact:**

Allison Goldstein

Ketchum Sports & Entertainment

212-796-9804

[Allison.Goldstein@Ketchum.com](mailto:Allison.Goldstein@Ketchum.com)