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FIFA Keeps World Cup Fans Hydrated

By Staff



The Fédération Internationale de Football Association has tapped Cool Gear International for a range of 2014 FIFA World Cup collectible homewares and hydration items.

The line, which will be available in North America, Europe, Brazil, Columbia, Africa and South Korea, will feature reusable chillers, tumblers and a coolgearcan to mark the event, which will take place in Brazil June 12-July 13.

Product will arrive at Dick's Sporting Goods this month and Sport Chalet in April, and will also be available World Cup venues next year.

"We're thrilled to be a part of such an exciting worldwide event," says Donna Roth, president and chief executive officer, Cool Gear International. "This licensing agreement with FIFA means we are now able share our innovative products and trendy Cool Gear designs with soccer fans around the world."

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