



**FOR IMMEDIATE RELEASE**

**Contact:** Megan Skinner  
[miskinner@vtciderco.com](mailto:miskinner@vtciderco.com)  
(207) 233-1359

**Magners® Irish Cider Partners with United States Gaelic Athletic Association**

*The World's #1 Irish Cider is now the Proud Partner of Ireland's favorite sports, Hurling and Gaelic Football, being played through the USGAA.*

Middlebury, VT (July 21, 2016) – [Magners® Irish Cider](#), the world's best-selling Irish cider, is now the Proud Partner of the North American Gaelic Athletic Association.

The United States Gaelic Athletic Association (USGAA) promotes the sports of Hurling, Gaelic Football and Camogie in the US. It is the governing body of the games for men and women, in all 50 states of the United States. Magners will be the exclusive and proud Irish Cider partner of the North American Gaelic Athletic Association.

“Magners has a rich history rooted in Ireland and Irish traditions for over 80 years so partnering with the Gaelic Athletic Association in North America was a no brainer.” said Megan Skinner, Magners Brand Manager. “Gaelic Sports are so ingrained in Irish society, and are a huge gathering occasion across the country. Magners wants to be a part of the passion around the sports that mean so much to Ireland and its culture.”

Gareth Fitzpatrick, Chairperson USGAA, added "We are delighted to have Magners Irish Cider on board as one off our partners. Not only is it great to have an Irish Brand come on board, but one that has had experience with the GAA in the past. We are looking forward to working closely with Magners and their experienced marketing team in promoting both our games and their products. I want to thank Megan Skinner from Magners and John Cunningham (Boston) for their part in making this happen. “

A highlight of the partnership will be the GAA Finals held in Seattle on Labor Day Weekend where Magners will have a strong presence. During the finals, more than 100 teams from over 50 cities compete for titles from the US, Canada & Cayman Island, and 2,000+ athletes will take part in games of hurling, Gaelic football and camogie.

Magners hopes to utilize the USGAA partnership not only to engage fans at bigger events like the Finals, but also to form connections with the local teams across the country during the regular season.

### **About Magners Irish Cider**

Magners Original Irish Cider is a premium import crafted within the orchards of Clonmel, Ireland, using fresh juice from a blend of 17 apple varieties. It is patiently vat matured to create a unique refreshing taste. William Magner first began cider production in Clonmel, Ireland in 1935. 2015 marks the brand's 80th anniversary of cider-making heritage. Since its introduction to the US in 2000, Magners Original Irish Cider has been a top selling cider in many major regional markets. Magners has a Pear variety pressed with premium pears as well. Magners Irish Cider is now available in more than 50 countries worldwide and continues to grow its presence in the US. Magners is imported by Vermont Cider Company. For more information, visit <http://usa.magners.com/>

### **About USGAA**

The United States Gaelic Athletic Association (USGAA) promotes the sports of Hurling, Gaelic Football and Camogie in the US. It is the governing body of the games for men and women, in all 50 states of the United States. Currently there is over 130 clubs with over 6,000 members spread across 30 states, <http://www.usgaa.org/>.

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*Samples and hi-res images are available by contacting Megan Skinner, phone and email.*