

# NSA Canada Welcomes Coors Light as Official Beer of Slo-Pitch

*The partnership proudly pours Coors Light as the exclusive beer of NSA leagues and tournaments.*

**Toronto (February 20, 2018)** - Molson Coors Canada and the National Slo-Pitch Athletics Enterprise of Canada (NSA) announced a transformation of their ongoing partnership: Coors Light is now the official beer of the NSA.

Being the beer of the game leaves the refreshment of 400,000+ NSA Slo-Pitchers in the hands Coors Light at all tournaments, events, and facilities. Rising with gusto to the responsibility as a true partner, Coors Light will be all-present and full of surprises throughout the season.

“Count on Coors Light to deliver refreshment on the field,” says a smiling Chris Waldock, Sr. Marketing Director for Coors Light. “We love the game, but know that it’s even more than that. It’s the camaraderie and good times between friends and family that we’re looking forward to the most.”

The partnership is born from a place of similar values, like that of bringing people together, particularly under the summer sun. Coors Light and the NSA are aligned on plans, and excited to fully celebrate the Slo-Pitch culture, the athletes who bring it to life, and the supporters who give it surround sound.

“NSA Canada is very proud to be partnered with Coors Light moving forward and with excellent teammates committed to providing the best experience on both sides, this is a win/win for both of these great companies” says Terry Sibbick CEO & Founder.

“With Coors Light taking over as our main refreshment partner, not only at the local league and tourney level through the season, but also at the largest National Championships in Canada - the NSA Canada World Series which takes place in Hamilton and Kamloops yearly, NSA Canada is excited to provide above expectation products and services to the players & fans.

The 2018 season returned on February 1<sup>st</sup> and continues through to November 1<sup>st</sup>. The Coors Light partnership was effective at start of season and kicks off a multi-year agreement with NSA.

Follow NSA & Coors Light on social throughout the season:

**Facebook:** [Facebook.com/NSACanadaSlopitch](https://www.facebook.com/NSACanadaSlopitch)

**Instagram:** [@nsa\\_canada](https://www.instagram.com/nsa_canada)

**Twitter:** [@NSACanada](https://twitter.com/NSACanada)

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## About Molson Coors

With a story that starts in 1774, Molson Coors has spent centuries defining brewing greatness. As one of the largest global brewers, Molson Coors works to deliver extraordinary brands that delight the world’s beer drinkers. From Coors Light, Coors Banquet, Miller Lite, Molson Canadian, Carling, Staropramen and Sharp’s Doom Bar to Leinenkugel’s Summer Shandy, Blue Moon Belgian White, Hop Valley, Creemore Springs and Crispin Cider, Molson Coors offers a beer for every beer lover.

Molson Coors operates through Molson Coors Canada, MillerCoors, Molson Coors Europe and Molson Coors International. The company is not only committed to brewing extraordinary beers, but also running a business focused on respect for its employees, communities and drinkers, which means corporate responsibility and accountability right from the start. It has been listed on the Dow Jones Sustainability Index for the past seven years. To learn more about Molson Coors Brewing Company, visit [molsoncoors.com](http://molsoncoors.com), [ourbeerprint.com](http://ourbeerprint.com) or on Twitter through [@MolsonCoors](https://twitter.com/MolsonCoors).

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