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NEW BIG FRIG® BADLANDS 70-QUART COOLER WITH WHEELS KEEPS IT COOL AND MOBILE

New Rotomolded Cooler Design Takes Performance and Value to the Next Level for Hunters this Season

North Sioux City, SD – When you need to transport your ice-cold provisions or your prized trophy from the truck to hunting camp and back, you'll want a cooler that won't break your back – or the bank. You'll need the new Badlands 70-quart Cooler with wheels. Designed to be highly durable, functional and full of the state-of-the-art features you'd expect from a Big Frig cooler, the new Big Frig Badlands 70-quart will be your go-to ice chest to wheel around this hunting season.

"The new Badlands 70-quart cooler is built tough to handle the most extreme environments and excursions, and it will not disappoint on functionality or durability," said Brock Hutchinson, Big Frig Founder. "Among the many hunter-friendly features included, hunters are sure to appreciate the cooler's rugged over-sized wheels, making it simple to transport over any terrain even when full."

The new Big Frig Badlands 70-quart cooler is constructed from one piece, rotomolded polyethylene, delivering the impact resistance, long-term durability and the superior ice retention needed on your multi-day hunt or excursion. In fact, the new Badlands 70 Quart can keep contents ice-cold for 10+ days.

The Badlands 70-quart includes many smartly designed features that set it apart including molded-in tie-down points and padlock loops, metal latches that sit flush to the cooler so they don't snag on anything when you slide it into your truck, and stainless steel lock plates that double as bottle openers. Each cooler comes equipped with a multi-purpose track mounting system. High end non-skid feet keep the cooler from moving, falling, or tipping over while a nylon carry handle, with molded grips makes moving easy on your knuckles. Like all Big Frig coolers, a freezer-grade gasket further adds to the cooler's exceptional ice retention capabilities. Plus, a vacuum-release valve makes opening a breeze while a ruggedized drain plug resists cracking and makes emptying the cooler quick and easy.

The Badlands 70-quart is available in white, sand, desert camo and red/white colors. Additional 'super cool' and unique features include a fish ruler molded into the lid and an included cutting board (that doubles as a compartment separator) and basket great for organizing dry goods. The new Big Frig Badlands 70-quart has an MSRP of \$374.99.

About Big Frig

Owner Brock Hutchinson founded Big Frig because he wanted to offer superior quality products that could withstand the extreme conditions of the Midwest. He set out to design products that would perform as well as (if not better than) anything else available with features that many people were looking for. Since then, the company has built Big Frig based on relationships and providing the best product and best customer service.

At Big Frig they believe in treating their customers like family and that family comes first. Big Frig believes in answering the phone and going the extra mile. They believe that people deserve a quality product for their money and a business that will stand behind it. Big Frig's clients deserve nothing less and they won't settle for anything less. Because it's not just a tumbler or a cooler, it's a reflection of their way of life, your way of life.

To learn more about Big Frig's full line of premium coolers and tumblers built to fit your lifestyle, visit bigfrig.com.

