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THE COOLEST COLLABORATION YET: CANYON COOLERS TEAMS UP WITH FULL-THROTTLE COMMUNICATIONS FOR UNMATCHED PR

Flagstaff, AZ — Canyon Coolers®, the company that has set the standard for its purpose-built and purpose-driven, premium rugged coolers designed for a lifetime of adventure, proudly announces its new partnership with Full-Throttle Communications. Effective immediately, the Moorpark, Calif.-based full-service marketing, advertising and public relations agency will be spearheading public relations strategy and media outreach for the brand.

“At Canyon Coolers, we’re passionate about creating purpose-driven and purpose-built coolers with thoughtful design and useful features that will help customers adventure better in even the toughest conditions,” said Jason Costello, CEO/Founder of Canyon Coolers. “We’re excited to work with Full-Throttle because like us, they are committed to excellence in their craft and we’re confident our new partnership will help further amplify our brand’s reach and impact,” he added.

Canyon Coolers has a stellar reputation for its line of coolers that provide exceptional ice retention, durability, and versatility. Their flagship product line, the Outfitter Series, offers unparalleled performance for extended adventures, keeping contents cold for days on end. Engineered for the harshest environments, each cooler is built with features such as rotomolded construction, heavy-duty latches, commercial-grade insulation, and a square-shaped design with flush walls for fitting into tight spaces. The company also offers a premium soft cooler line which has been making serious waves with outdoor enthusiasts who prefer to travel lighter. In 2024, Canyon Coolers isn’t slowing down on innovation. The company is launching a slew of exciting new products including its new [Coulee backpack](#) soft cooler, along with newly upgraded Outfitter Series coolers, further meeting the demands of even more serious adventurers, or anyone needing reliable, quality cooling solutions.

“We are excited to have Canyon Coolers join the Full-Throttle family,” said Jason Bear, President/CEO of Full-Throttle Communications. “Canyon Coolers products are a testament to innovation and quality, and we look forward to driving their public relations strategy and sharing the Canyon Coolers story with a broader audience,” he added.

About Canyon Coolers

Flagstaff, AZ-based Canyon Coolers is dedicated to producing premium quality coolers that deliver superior performance and durability. Originally developed for river rafters venturing on multiple day trips, the company has developed and enhanced seals, latches and other innovations while maintaining heavy-duty durability and insulating capabilities. Each product is engineered with meticulous attention to detail, ensuring the highest quality and functionality. Today, Canyon Coolers are regularly used by hunters, anglers, rafters, outdoor enthusiasts — and essentially anyone whose adventures are fueled by seriously cold refreshments. Canyon Coolers is committed to enhancing outdoor experiences and supporting the community with products proudly Made in the USA, its lifetime, no-hassle warranty and genuine customer service. Learn more at www.canyoncoolers.com.

About Full-Throttle Communications

The team at Full-Throttle Communications are industry-leading professionals who develop the powerful tools needed to position brands at the top of the marketplace – providing stellar creative solutions, cutting-edge market insights and influential media outreach. Full-Throttle Communications is a one-stop shop for all means of communication with extensive experience in helping companies obtain that competitive edge – and effectively elevate their business to the next level. For more information about Full-Throttle Communications, visit: full-throttlecommunications.com.

Editor’s Note: For downloadable hi-res images and press releases, visit our online [Press Room](#).