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BIG FRIG™ COOLERS PARTNERS WITH FULL-THROTTLE COMMUNICATIONS FOR 'BIG' PUBLIC RELATIONS RESULTS

North Sioux City, SD-based Big Frig™ Coolers, designer of quality rotomolded coolers and tumblers built to fit your lifestyle, announces its 'coolest' new partnership with full-service marketing, advertising and public relations agency Full-Throttle Communications. Effective immediately, the Moorpark, Calif.-based seasoned agency will spearhead all media relations efforts and PR initiatives for the growing cooler brand.

"We look forward to taking our marketing efforts to the next level with Full-Throttle Communications," says Owner Brock Hutchinson. "Their experience in the cooler niche and our target markets was exactly what we were looking for. We have some innovative new products in the pipeline for 2019 and we're excited to have Full-Throttle on our team to help share our story," he added.

Big Frig coolers was born out of the need Hutchinson identified in the marketplace. The need for a premium rotomolded cooler that boasts the high-quality features we all know and love (plus a few extras), without the high price tag of big name competitors. With a wide variety of sizes available from 20 quarts to 110 quarts, each ice chest is jam-packed with helpful elements for any excursion like a full size cutting board divider and basket for the ultimate organization of provisions. Heavy duty latches, easy-grip removable handles, integrated fishing ruler on the lid, an air release button for simple entry and stainless steel lock plates with built-in bottle openers are just a few of the ingenious features you'll find in a Big Frig cooler.

Perhaps most importantly, Big Frig coolers can keep ice frozen and its contents cold for on average more than a week (even longer on larger sized coolers). Plus, if you're looking for special branding options, Big Frig has a growing program of personalizing both coolers and tumblers for a wide variety of promotional options from corporate partners to sports fans via their "Custom Shop".

"Our PR team is excited to partner with Big Frig and help spread their message out to a wider audience," said Jason Bear, President/CEO of Full-Throttle Communications. "Customers will be impressed with the amount of ingenuity and thought behind each product in the Big Frig line. Throw in the ability to easily add customization/branding to any product and you've got a truly unique cooler brand that'll impress tailgaters and outdoor enthusiasts alike," he added.

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

Editor's Note: For press releases and hi-res images from Full-Throttle's wide range of clients, please visit our online [press room](#).