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BIG FRIG™ LAUNCHES BADLANDS COOLER SERIES FEATURING NEW REALTREE® WAV3 CAMO PATTERN

Good Looks and Rugged Performance Combine to Deliver the ‘Coolest’ Ice Chests for Anglers

North Sioux City, SD – Big Frig™, the high-performance roto-molded cooler brand that has re-imagined the ice chest to meet the needs of the most rugged lifestyles, is making some serious waves in the fishing market in 2019 with the launch of its new Badlands cooler series. Among countless new angler-friendly features that'll keep provisions ice cold and the days catch fresh, the lids of these new coolers will be available in Realtree's new-for-2019 fishing camo pattern WAV3, making it officially the 'coolest' ice chest for anglers around.

“Our new Badlands Series is the product of years of customer feedback, innovation and testing, and we're extremely proud of the final result,” said Brock Hutchinson, Big Frig Founder. “We're honored to work with our friends at Realtree and offer the series in their newest fishing pattern WAV3. This cooler is killing it on both looks and performance, and we're excited to bring it to the fishing market,” he added.

The new Badlands Series from Big Frig incorporates everything customers love about Big Frig coolers alongside new and smartly designed features anglers will appreciate. Newly incorporated elements include no-snag metal latches, which sit flush in the body of the cooler to ensure they won't catch on gear or clothes while also making packing and transporting a breeze. Combine it with efficient drain placement that allows you to throw the cooler against your truck cab while maintaining drain access from the driver's side, and you've got an extremely pick-up friendly design. For kayak anglers, Big Frig also included dual side-mounted accessory tracks (for 45qt and larger coolers only), which are compatible with many kayak accessories including camera mounts and fishing rod holders.

The new Badlands Series wouldn't be a Big Frig without UV protected ultra thick walls and a freezer- grade gasket seal for optimum ice retention; a side-mounted vacuum release button which makes opening the lid a breeze; dual stainless steel lock plates that double as bottle openers; and a slip resistant lid with incorporated fish ruler that'll certainly come in handy when reeling in that big fish. Filet that fish on the convenient cutting board that doubles as a compartment separator. The cutting board plus a basket are both included with every Badlands Series cooler, further adding to the value you're receiving with a Big Frig cooler.

The new Badlands Series featuring Realtree WAV3 Camo comes in both 20qt (MSRP \$239) and 45qt (MSRP \$309) sizes with more sizes coming soon, and is available for pre-order now on bigfrig.com with an expected ship date of July 31, 2019. Of course, all new Badlands Series coolers are also available in white, without the WAV3 pattern. Big Frig also offers its popular stainless steel vacuum-sealed tumblers in the Realtree WAV3 Camo available for pre-order on their website.

About Big Frig

Big Frig was founded to fill the need for a first-rate, affordable vacuum-sealed tumbler and rotomolded cooler. Others in the market were very proud of their prices and didn't have the quality or features that many people – people who actually use coolers on a daily basis – were looking for. Big Frig set out to design products that would perform as well as (if not better than) the big names in the market without the price tag. At Big Frig we believe in treating our customers like family and that family comes first. We believe in answering the phone and going the extra mile. We believe that people deserve to get a quality product for their money and a company that will stand behind it. Our products are designed and tested to stand up in the toughest conditions of the Midwest and provide high performance in every environment imaginable. To learn more about Big Frig's coolers and tumblers built to fit your lifestyle, visit bigfrig.com

