



MEDIA RELEASE

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Rugby Athletic Signs on as Maggotfest's Apparel Vendor

MINNETONKA, Minn. - Rugby Athletic has officially signed on as the exclusive apparel and merchandise partner for Maggotfest in 2017.

The partnership is the first of its kind for this event and will include communications, marketing and sponsorship assistance, outfitting the volunteers and creating a consistent apparel and merchandise line, as well as vending the actual tournament itself, which takes place this year May 19-21.

"Maggotfest is unlike any other event. It's one that we've been extremely interested in for a while and we are very happy to be involved," Rugby Athletic's Chris Babiash said. "We really want to help add to this tournament's success and feel that helping build and promote a consistent brand is just the first step. We can't wait to see where we can take this partnership.

Maggotfest is a world famous rugby tournament hosted by the Missoula All-Maggots Rugby Club, since 1977, in Missoula Mont. The emphasis at Maggotfest is on both the competition of the sport and on the social aspects of rugby. Clubs attend from all over the world. Maggotfest regularly features top first and second division clubs looking to test their skills, as well as social sides out for good matches and good times. Teams are encouraged to not only play great rugby, but are HIGHLY encouraged to win the party, wear costumes, play with sportsmanship, and have fun!

Rugby Athletic had a presence at the 40th Annual Maggotfest, in 2016, introducing its products and promotional opportunities to the event organizers, but will be brought on in an official partner role for the 41st Maggotfest.

"Chris and his team at Rugby Athletic have proven themselves extremely successful at vending and marketing to large rugby tournaments," said John Oetinger. "Our team believes the time is right to bring in a professional vendor to allow the organizing committee and our volunteers from the Missoula rugby community to focus on making the event enjoyable for all."

Maggotfest is still currently accepting team registrations for their festival-style social rugby tournament. This event is different from a usual bracketed tournament, as organizers try to match teams of similar abilities that would not normally get to play each other (Ex: from opposite ends of the country). The event allows up to 48 teams consisting of men's, women's, college and old boys. If you're in it to win it, the coveted trophies are Most Honored Side and Best Play on the Pitch. Every side gets two games Saturday, and one Sunday. Each match consists of 30min halves.

To learn more about this incredible social event or to register a team, please visit <http://www.maggots.org/maggotfest>.

If you wish for Rugby Athletic to consider vending your event, please contact Chris at cbabiash@rugbyathletic.com or via phone at 612.590.0065. For more information on Rugby Athletic, please visit <http://www.rugbyathletic.com>.