



FOR IMMEDIATE RELEASE

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2017 PRO BOWL TO BE SPONSORED BY AQUAFINA

The NFL today announced that Aquafina will serve as the presenting sponsor of the 2017 Pro Bowl, which will take place at Camping World Stadium in Orlando on Sunday, January 29. The **2017 PRO BOWL PRESENTED BY AQUAFINA** is a re-imagined event that features a return to the traditional AFC vs. NFC format, and leading up to the game, the NFL will host a week-long festivities focused on youth football to commemorate the brightest stars of today and tomorrow.

“As we showcase the NFL’s best and celebrate the game of football across all levels, we are excited to partner with Aquafina for the first time,” said **RENIE ANDERSON**, NFL Senior Vice President of Sponsorship and Partnership Management. “Given our focus on youth and families at the Pro Bowl, Aquafina is a great brand fit for the reimagined event.”

As the presenting sponsor, Aquafina will be incorporated into numerous elements of the pregame week-long celebratory events and have a significant presence at Camping World Stadium during the Pro Bowl.

“We are thrilled to be teaming up with the 2017 Pro Bowl to reach NFL fans and families everywhere,” said **JUSTIN TOMAN**, PepsiCo Sports Marketing Director. “Aquafina is the first brand in PepsiCo’s water portfolio to partner with the NFL in this way. This is yet another example of our recently renewed [Performance with Purpose goals](#) coming to life as we continue to transform our portfolio to offer top-selling beverage choices for every consumer lifestyle and fan occasion.”

Tickets to the **2017 PRO BOWL PRESENTED BY AQUAFINA** are available at NFL.com/ProBowlOnSale, and the game will be simulcast live at 8:00 PM ET on ESPN and ESPN Deportes.

As part of **PRO BOWL WEEK**, the NFL will recognize all levels of the sport – from youth to high school to the NFL’s best. 2017 Pro Bowl players will be able to invite their former youth or high school coach to join them. Each player on the winning team will receive a grant from the NFL Foundation to support their youth or high school football program.

PRO BOWL WEEK events include a 5k run and a parade of players in the Magic Kingdom. In addition, the **PRO BOWL SKILLS SHOWDOWN**, which pits AFC and NFC All-Stars against each other in unique competitions, will air on Thursday, January 26 at 7:00 PM ET on ESPN.

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About PepsiCo

PepsiCo products are enjoyed by consumers one billion times a day in more than 200 countries and territories around the world. PepsiCo generated more than \$63 billion in net revenue in 2015, driven by a complementary food and beverage portfolio that includes Frito-Lay, Gatorade, Pepsi-Cola, Quaker and Tropicana. PepsiCo's product portfolio includes a wide range of enjoyable foods and beverages, including 22 brands that generate more than \$1 billion each in estimated annual retail sales.

At the heart of PepsiCo is Performance with Purpose – our fundamental belief that the success of our company is inextricably linked to the sustainability of the world around. We believe that continuously improving the products we sell, operating responsibly to protect our planet and empowering people around the world is what enables PepsiCo to run a successful global company that creates long-term value for society and our shareholders. For more information, visit www.pepsico.com.

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