

REYNOLDS CONSUMER PRODUCTS ANNOUNCES PARTNERSHIP WITH CHICAGO CUBS FOR 2015 SEASON

Two Chicago-based Brands Unite for Exciting Season at Wrigley Field

Lake Forest, Ill., April 2, 2015 – Today, Reynolds Consumer Products announced a partnership with the Chicago Cubs for the 2015 MLB season, featuring items from both its Reynolds® and Hefty® product platforms.

This season, the Wrigley Field rain tarp, made out of 5oz woven polyethylene, will roll out a new silver color to reflect Reynolds Wrap® Aluminum Foil. It will prominently feature both the Reynolds Wrap and Cubs logos, uniting two loved Chicagoland brands.

“As a Chicago-based company, we’re thrilled to share the diamond with one of the city’s favorite sports teams and join in the fun with fans all summer long at the Friendly Confines,” said Lisa Burns, Vice President of Marketing, Reynolds Wrap®.



In addition to the tarp, the Budweiser Bleachers at Wrigley Field will now feature Hefty® Crack-Resistant Cups. The first of their kind, Hefty® Crack-Resistant Cups are made with a composite hybrid technology, making them completely resistant to cracking when bent. Perfect for parties and celebrating America’s Favorite Pastime, these cups will not splinter when stepped on, and remain leak-proof as the day goes on.

“We want fans to focus on cheering the Cubs to victory – not a leaky or broken beverage cup,” said Lynnette Hinch, Director of Marketing, Hefty® Cups. “With our new Hefty Crack-Resistant Cups, there’s no worry that your cups will crack, no matter how many high fives you give.”

The partnership officially launches on the day of the Cubs home opener, April 5, 2015, and will continue throughout the season.

“We are very excited to introduce Reynolds Consumer Products® as an official partner this season,” said Cubs Senior Director of Corporate Partnerships Allen Hermeling. “Reynolds is a great Chicago brand who supports our vision and community, and their products are a natural fit for Wrigley Field.”

Reynolds Consumer Products Inc.

Reynolds Consumer Products provides quality household essentials and world-class brands. Hefty® is best known for strong, dependable waste bags; but is also a leader in slider bags, foam plates, and plastic cups. Our namesake Reynolds® products include the iconic Reynolds Wrap® aluminum foil; Reynolds® brand parchment paper, oven bags, slow cooker liners, and baking cups; and Cut-Rite® wax paper. Our products are available in the U.S. at mass merchants, grocers, and other retail stores and in approximately 90 countries throughout the world. For more information, please visit www.ReynoldsConsumerProducts.com and www.Hefty.com

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