



NEWS RELEASE

CALIA AND STANLEY PARTNER ON EXCLUSIVE HYDRATION COLLECTION

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Stanley is getting the CALIA treatment. The two brands have teamed up for their first-ever collaboration, now available exclusively at DICK'S Sporting Goods and on **DICKS.com**. The limited-edition collection includes three of the iconic drinkware brand's top hydration offerings in six never before seen CALIA colors and patterns, all which pair perfectly with CALIA's latest **Inspire** and **PowerMove** collections. Now, athletes can match their favorite workout gear to their Stanley tumbler and stay hydrated as they move throughout their day.

The drinkware collection ranges in price from \$35 - \$50 and includes the 30- and 40-ounce Quencher H2.0 FlowState™ Tumbler, 20-ounce All Day Slim Bottle, and 30-ounce IceFlow™ Flip Straw Tumbler in a mix of eye-catching colorways.

"We are thrilled to bring this partnership with Stanley to our athletes," said Tracey Fetherson, Senior Brand Manager, CALIA. "With the opportunity to incorporate our unique colorways into Stanley's fan favorite styles, we can offer hydration solutions that will complement her personal style no matter the activity. Whether taking part in a workout session or running errands, we now have a Stanley tumbler or bottle that pairs perfectly with her favorite CALIA gear."

"At Stanley, we love to pull inspiration from trends and consumer feedback to inform the colors, materials and finishes that we use within our collections," said Jon Hanson, General Manager, North America. "Partnering with CALIA provides the opportunity to go big and bold with products featuring designs that connect with active consumers. Hydration paired with every day active use is in Stanley's DNA, and we are excited to partner with CALIA to bring this collection to life."

The Stanley x CALIA collection features the below styles, colorways and patterns:

- 30- and 40-ounce Quencher H2.0 FlowState™ Tumbler (\$50 / \$40)

Available in Black Serpent, Olive Eden, Oat Milk, Pale Green, Skipper Blue + Red Nectar Colorways

The viral Quencher keeps your drink ice cold for hours, thanks to double-wall vacuum insulation.

- 30-ounce IceFlow™ Flip Straw Tumbler (\$40)

Available in Black Serpent, Olive Eden + Oat Milk colorways

Makes hydration easy and effortless. Just flip up the built-in straw when you're ready to sip, then snap it closed.

- 20-ounce All Day Slim Bottle (\$35)

Available in Black Serpent + Olive Eden colorways

With an iconic shape, the slim design makes it easy to pack. This water bottle uniquely opens at the shoulder so you can fill it up with ice and stay refreshed