



## Jostens and Chicago Cubs to partner on historic World Championship Ring

January 23, 2017

*The Cubs will present the rings to players and staff April 12*

**MINNEAPOLIS, Minn. – Jan. 23. 2017** – Jostens, the leading provider of high-end custom jewelry for professional sports teams, announced today, in partnership with the Chicago Cubs, that it has been named the Official Designer of the Chicago Cubs World Championship Ring.

The Cubs are actively working with Jostens' design team and master jeweler to develop this historic championship ring. The rings will be presented and take their official place in Cubs history during the team's "ring ceremony game," Wednesday, April 12 at Wrigley Field.

"During our comprehensive search to find the right partner to commemorate this moment in Chicago Cubs history, it became clear the only company that could deliver a program this significant was Jostens," said Crane Kenney, president, Business Operations. "Our organization believes Jostens is in a league of their own."

"Jostens is honored to work with the Chicago Cubs to create an elegant ring that tells the story of the team's historic 2016 season," said Chris Poitras, Jostens division vice president of professional sports. "The Chicago Cubs have been fantastic to work with and we look forward to presenting one of the most important pieces of team and MLB history. Additionally, we're working extremely hard to deliver first-class collections and programs for the entire Chicago Cubs network of fans. Those collections and replica pieces will be made public April 12, immediately following the ceremony."

During the Chicago Cubs Convention, Kenney announced the team would hold a contest to award 20 deserving fans with an opportunity to present Cubs players and coaches with their 2016 World Series Rings on the field at the ring ceremony game. The Championship Ring Bearer Fan contest began Jan. 14, and will run through 11:59 p.m. CST Tuesday, Feb. 14. For more information about the contest, and to read contest rules, please visit [www.cubs.com/cubsringbearer](http://www.cubs.com/cubsringbearer).

Founded in 1897, Jostens has produced championship rings for professional sports teams and athletes for more than 60 years. In addition to collaborating with the Cubs, Jostens has partnered with other Chicago-based teams, including the Chicago Blackhawks, Chicago Bears, Chicago White Sox and Chicago Bulls, creating a total of 11 rings for those organizations.

### **About Jostens**

Jostens is a trusted partner in the academic and achievement channel, providing products, programs and services that help its customers celebrate moments that matter. The company's products include yearbooks, publications, jewelry and consumer goods that serve the K-12 educational, college and professional sports segments. Founded in 1897 and based in Minneapolis, Minn., Jostens is a subsidiary of Newell Brands and can be found online at [www.jostens.com](http://www.jostens.com).

### **About Newell Brands**

Newell Brands (NYSE: NWL) is a leading global consumer goods company with a strong portfolio of well-known brands, including Paper Mate®, Sharpie®, Dymo®, EXPO®, Parker®, Elmer's®, Coleman®, Jostens®, Marmot®, Rawlings®, Oster®, Sunbeam®, FoodSaver®, Mr. Coffee®, Rubbermaid Commercial Products®, Graco®, Baby Jogger®, NUK®, Calphalon®, Rubbermaid®, Contigo®, First Alert®, Waddington and Yankee Candle®. For hundreds of millions of consumers, Newell Brands makes life better every day, where they live, learn, work and play.

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