

Friday 20th August

For Immediate Release



League Sponsors Make a Phenomenal Towel Delivery to SFL Clubs

With the new season underway, Scottish Football League sponsors IRN-BRU have been making their annual deliveries of the nation's favourite soft drink to clubs. However, this year players will receive an extra special gift from sponsors - their very own IRN-BRU Towel.

Over 1000 of the limited edition towels, designed in the drink's iconic blue and orange colours, have been sent to clubs throughout the country, where they'll be perfect for a post match shower and for brightening up changing rooms, regardless of the day's score line.

Senior Brand Manager Martin Steele commented:

'IRN-BRU, as league sponsor, is dedicated to helping clubs throughout the season, and the delivery of towels is a novel way for a sponsor to support the league. We hope they will be well received by the teams.'

First Division leaders Raith Rovers were among the first teams to receive their delivery of towels ahead of their clash this weekend against joint leaders and local rivals Dunfermline Athletic. Both teams are sitting at the top of the 1st Division after collecting all six points from the opening two matches. John Baird and Gregory Tade were in good spirits as they received their towels in time for Saturday's big tie.

John Baird, who has scored four goals already in this league campaign commented;

'It was an unexpected surprise to receive a towel from IRN-BRU this week; it's great to have sponsors who are dedicated to helping the clubs throughout the season. I'm sure all the lads will appreciate it and it is sure to create some laughs in the changing room.'

'We have been busy training ahead of this Saturday's game. It is great to have picked up all six points so far this season, but Dunfermline are also playing very well, so it sure to be a close one. Hopefully having a home advantage will help, and we're hoping the game could be a sell out.'

For more information on IRN-BRU and the delivery of the towels please contact Stacey Blevins at Burt Greener Communications on 0131 220 0003 / 07792253799
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