

Launch of the Super League 2012

IRN-BRU renewed its sponsorship deal with Sky and the RFL during January 2012 and continues to be the 'official soft drink of the Super League' and 'IRN-BRU sponsors Super League on Sky Sports' for the 2012 Super League season. This is the fourth year of the IRN-BRU sponsorship deal.

The opening games of the new Super League season kicked off on 3rd February 2012 where current title holder Leeds Rhinos faced Hull KR and newcomers to the Super League Widnes Vikings faced the Wakefield Wildcats.

To kick off a Phenomenal new season, IRN-BRU's new hard hitting sponsorship idents for Super League coverage on Sky Sports were transmitted during Widnes opening game.

To support the season IRN-BRU has also launched the 500ml Big Rugby Can at a Phenomenal 49p price mark.

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