



# Football Fanatics Find Cool Way to Show Off College Spirits

The Bosworth Group, September 25, 2007

URL: <http://www.pr9.net/sports/sshopping/6401september.html>

*Loyalty now has its own reward. Cheering for your favorite college football team may become more spirited than ever, now that you and your buds can keep a big game's worth of cool ones close by--in a custom-designed cooler with your team's logo and colors emblazoned all over it.*

PR9.NET September 25, 2007 - United States/MSA - This refreshing new booster to college pride and personal popularity can be ordered in your choice of a countertop model--that just happens to fit nicely into dorm rooms, apartments and basement bars--or as a "Party Cooler," which looks suspiciously like an oversized barrel of fun. The manufacturer and marketer, Charleston, SC-based ATC Group Inc., calls its fast-growing line of products "Scoolers," and says it has already signed up 38 NCAA teams/"brands," starting with the largest, and will add 30 more by January.

ATC Group is best known for its supermarket and convenience store coolers, displaying and dispensing famed brands like Pepsi, Starbucks, Tropicana, Dannon and Fresh Express nationwide. But for Drew Tombs, ATC Group's senior v.p. marketing, creation of the 'Scoolers' line for students, alumni and sports enthusiasts has been an exciting diversion that is now big business for the company. Besides ordering direct at [www.scoolers.com](http://www.scoolers.com), the coolers are available through online retailers such as Home Depot and Costco with more sources being added weekly.

To see if there's a Scoolers for your favorite team, visit the website or call 800-905-4768.

###

## About ATC Group

ATC Group, Inc. (ATC) markets, assembles, and distributes a wide range of refrigerated coolers, operating from a modern 40,000 sq. ft. office, assembly and warehousing facility in North Charleston, SC. ATC Group provides a complete line of Refrigerated Coolers and Freezers. Further, it has a well-proven ability to produce customized coolers upon request. ATC offers after-the-sale support to customers in installation, inventory management, service and repair. The company's nationwide service network provides assistance wherever needed.

## About The Bosworth Group

The Bosworth group is a marketing, pr and advertising consultant with special strengths in new product development and positioning. We've been in Charleston for the past 23 years (1984). A collaboration of proven marketing, creative and media talents whose skills have been polished in major metropolitan centers, The Bosworth Group serves local, regional and national clients in the medical, hospitality, real-estate, automotive and health & fitness industries. Based in downtown Charleston, SC.

**Website:** <http://www.thebosworthgroup.com>

**E-Mail:** [sho@thebosworthgroup.com](mailto:sho@thebosworthgroup.com)