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## **Coleman Repellents Selected as Official Insect Repellent of U.S. Youth Soccer**

*Nation's largest youth sports organization to highlight Coleman Repellents during busy spring/summer season*

**Jackson, Wis.** – As the weather heats up across the country, countless parents and kids will be seeing a lot more of Coleman® Repellents. The innovative insect repellent brand recently formed a promotional partnership with U.S. Youth Soccer, the largest youth sports organization in the nation, Coleman Repellents has been selected as the Official Insect Repellent of U.S. Youth Soccer. The repellent brand will have a notable presence at numerous soccer tournaments this summer and will also be included in many of U.S. Youth Soccer's online initiatives, including the organization's website, e-newsletters, and social media networks.

"We're thrilled to be an official partner of U.S. Youth Soccer," said Mike Kermendy, vice president of marketing for Wisconsin Pharmacal Company, the manufacturer and distributor of Coleman Repellents. "There are a lot of synergies between our two brands. Most notably, we're both dedicated to delivering enjoyable outdoor experiences for families across the United States – that's what really prompted us to get involved with the organization. All of us at Wisconsin Pharmacal Company are really looking forward to interacting with soccer players, parents, coaches, officials and everyone else involved with U.S. Youth Soccer this summer."

The unique Coleman® SkinSmart™ DEET Free formula is an especially good fit for U.S. Youth Soccer participants. SkinSmart, which contains the active ingredient IR3535, is safe for the entire family and just as effective as DEET. It provides up to eight hours of odorless protection against the most common biting insects, including mosquitoes, deer ticks and biting flies. Plus, it dries very quickly on the skin and does not leave the greasy residue often associated with many DEET-based products.

The Coleman Repellents line of SkinSmart formula, will have a presence at numerous U.S. Youth Soccer events in the months ahead, including the U.S. National Championship Series, the Kohl's American Cup, and the President's Cup. For additional information about U.S. Youth Soccer and its tournaments, please visit [www.USYouthSoccer.org](http://www.USYouthSoccer.org). More specifics about the complete line of products available in the Coleman Repellent line can be obtained at [www.ColemanRepellents.com](http://www.ColemanRepellents.com).

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## **ADD ONE: Coleman Repellents/U.S. Youth Soccer**

### **About Wisconsin Pharmacial Company, LLC:**

Wisconsin Pharmacial Company is a Coleman licensee and the exclusive manufacturer and distributor of Coleman Repellents. The company's complete portfolio of outdoor brands also includes: Potable Aqua<sup>®</sup> water purification tablets, StingEze<sup>®</sup> insect bite relief products, Atwater Carey<sup>®</sup> first aid kits, BAITMATE<sup>®</sup> fish attractants, and Coleman first aid kits. For more details, please visit [www.PharmacialWay.com](http://www.PharmacialWay.com).

### **About The Coleman Company, Inc.:**

As an international leader in the innovation and marketing of outdoor products, The Coleman Company, Inc. helps people have fun and make memories by providing the gear integral to their favorite outdoor experiences. The company's products include its legendary lanterns and stoves, as well as coolers, tents, sleeping bags, airbeds, backpacks, furniture, and grills under the Coleman<sup>®</sup> brand. Additionally, the company provides flotation devices, towables, rainwear, waders, hunting and fishing gear as well as safety and survival equipment under its Stearns<sup>®</sup>, Sevylor<sup>®</sup>, Suspenders<sup>®</sup>, Hodgman<sup>®</sup>, Mad Dog Gear<sup>®</sup>, Helium<sup>®</sup> and Aerobed<sup>®</sup> brands. Founded in 1900 and based in Wichita, Kan., Coleman is a wholly owned subsidiary of Jarden Corporation and can be found online at [COLEMAN.com](http://COLEMAN.com).

### **About the United States Youth Soccer Association (U.S. Youth Soccer):**

U.S. Youth Soccer – “The Game for ALL Kids!<sup>®</sup>” is the largest youth sports organization in the country and the largest member of the United States Soccer Federation, the governing body of soccer in the United States. U.S. Youth Soccer registers more than three million players annually, ages five to 19, and over 900,000 administrators, coaches and volunteers in 55 member State Associations. U.S. Youth Soccer programs provide a fun, safe and healthy environment for players at every level of the game.

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