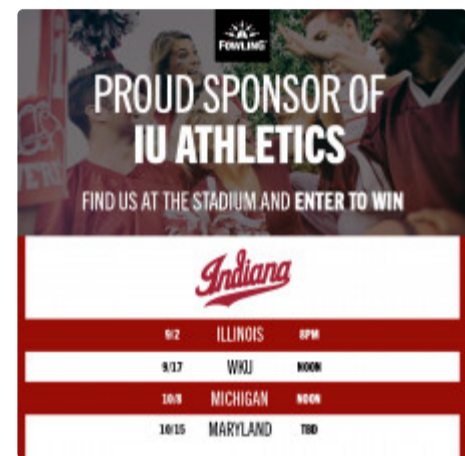


Fōwling™ Sponsors IU Athletics With Cash Prizes and Game Set Giveaway

Fans Attending Select IU Football Games Have a Chance to Win a Fōwling Portable Set and Up to \$1,500 in Cash Prizes.

PRESS RELEASE SEP 1, 2022

EVANSVILLE, Ind., September 1, 2022 (Newswire.com) - Sports brand leader Escalade Sports announced Thursday that Fōwling™ is partnering with Indiana University Athletics to sponsor four on-field halftime challenges at home football games against Illinois (9/2), Western Kentucky University (9/17), Michigan (10/8), and Maryland (10/15). Few things are more American than NCAA football, tailgating, and winning free prizes. Fōwling™ — pronounced FOE-ling — is the rowdy mash-up of football, bowling, and horseshoes where players throw a pigskin at their opponent's 10 bowling pins until one player knocks them all down.



The halftime challenge consists of two people battling head-to-head with 30 seconds on the clock. The first contestant to knock down all 10 pins wins a \$500 VISA gift card. There's an additional \$1,000 on the line if a contestant gets a BONK! Both contestants will go home with a portable Fōwling™ set — so everyone wins.

"Fōwling was born in Indianapolis, IN, in 2001," said Julie Hope, Brand Manager at Fōwling™, "so it's only fitting that it's making a homecoming. We're proud to sponsor IU Athletics Football right in our own backyard."

The folks from Fōwling™ will also be tailgating with fans, offering product demos, giveaways, and special promotions at the Big Ten and Conference USA games. Fans can visit the Fōwling™ booth during these select games for an exclusive offer and giveaway. For those who can't make it to the games or a Fōwling Warehouse, they can upgrade their tailgate and bring home a portable Fōwling™ set for 20% off + Free Shipping. Just head to www.playfowling.com and enter the code **FOOTBALL20**.

ABOUT ESCALADE SPORTS

Founded in 1922, and headquartered in Evansville, Indiana, Escalade designs, manufactures and sells sporting goods, fitness, and indoor/outdoor recreation equipment. Our mission is to connect family and friends and create lasting memories. Leaders in our respective categories, Escalade's brands include Brunswick Billiards®; STIGA® table tennis; Accudart®; RAVE Sports® water recreation; Victory Tailgate® custom games; Onix® Pickleball; Goalrilla™ basketball; Lifeline® fitness; Woodplay® playsets; and Bear® Archery. Escalade's products are available online and at leading retailers nationwide. For more information about Escalade's many brands, history, financials, and governance please visit www.escaladeinc.com.

CONTACT:

Julie Hope

Brand Manager, Fōwling™

(812) 467-1309

Patrick Griffin

Vice President of Corporate Development & Investor Relations

(812) 467-1358

The sponsorship was secured by LEARFIELD's IU Sports Properties team as the university's athletics multimedia rightsholder.

Source: Escalade Sports

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About Escalade Sports

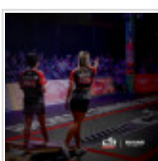
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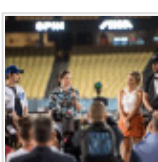
[Contact Information](#)

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The agreement allows Escalade Sports to make, sell, and distribute official ACL products.

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