



## St Regis Group Announces Partnership with That's My Ball

The St Regis Group (asi/84595) is excited to announce a new partnership agreement with That's My Ball (asi/91097), a Surrey, BC based supplier specializing in high-end branded drinkware.

Under terms of the agreement, St Regis will be assuming all marketing and distribution of That's My Ball's line of exclusive branded drinkware products, including Contigo®, Coleman®, Bubba® and much more. As of November 2018, promotional product distributors can source all of That's My Balls' extensive drinkware line from the St Regis Group website, [stregisgrp.com](http://stregisgrp.com).

President of That's My Ball, Cindy Shanahan will continue to be involved with the speciality drinkware line in a sales and marketing role. "TMB is very excited to be partnering with the St Regis Group. I look forward to my new role working with the team to grow their branded drinkware business", says Cindy, who will remain as President of That's My Ball while her son David Zollinger takes over the day to day operations for Golf Balls, Direct Import and contract printing which will continue to operate independently at TMB.

"Cindy and her team at That's My Ball have done a fantastic job introducing these strong drinkware brands into our industry" says Richard Firkser, President and CEO of the St Regis Group. "We at St Regis believe this strategic partnership, by utilizing St Regis's state-of-the-art facilities, vast distribution channels and marketing efforts, will only help expand and grow these well-established lines".

"This is an exciting opportunity for St Regis", adds Merrick Falkenstein, CRO of the St Regis Group. "Having been extremely successful with our drinkware and barware lines, we feel the addition of these fantastic brands will further cement St Regis's long standing as the go-to supplier of drinkware and barware to the promotional products industry".