



PRESS RELEASE

COLUMBUS BLUE JACKETS

Nationwide Arena
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COLUMBUS BLUE JACKETS, THE ONEIDA GROUP ANNOUNCE NEW MULTIYEAR PARTNERSHIP

COLUMBUS, OHIO - The [Columbus Blue Jackets](http://ColumbusBlueJackets.com) and [The Oneida Group](http://TheOneidaGroup.com), which includes Lancaster, Ohio-based glassware manufacturer Anchor Hocking, have announced a new multiyear partnership that encompasses community-based components and traditional sponsorship elements.

Through a partnership with the Columbus Blue Jackets Foundation, The Oneida Group will be supporting a Columbus Recreation and Parks Department (CRPD) program that aims to combat food insecurity by offering low-income families access to free fresh fruits and vegetables they may select themselves at produce drops and pantry events coordinated by the Mid-Ohio Foodbank and Lutheran Social Services (LSS). At each of the 20 events, community partner Local Matters will utilize the CRPD Strawberry Food Truck to present interactive cooking demonstrations and nutrition courses so families learn how to use and prepare the food they receive.

As part of The Oneida Group's support of this program, the food truck will be equipped with various Oneida and Anchor Hocking food storage and service products. In addition to the produce drops and pantry events, the Blue Jackets-Oneida partnership will also support several community gardens in neighborhoods where fresh foods are traditionally limited.

Within Nationwide Arena, Oneida tableware will be in use and showcased in select premium catering areas including the Lexus Lounge and NetJets Suite Level. The partnership also encompasses an in-market sweepstakes where one fan will win the unique opportunity to have a private dinner in the players' dining room within the team's locker room facilities, featuring Oneida dinnerware and tableware.

"The Blue Jackets are very excited to partner with The Oneida Group, a business that through its Anchor Hocking brand has roots in central Ohio going back over 100 years," said Craig Smith, Blue Jackets Director of Corporate Partnerships. "This is a true partnership that will work to make an impact on the nutrition and wellness of Columbus area families while, at the same time, elevating the customer experience at Nationwide Arena by showcasing Oneida tableware in premium spaces throughout the venue."

"The Oneida Group has a deep commitment to central Ohio, and this partnership with the Blue Jackets is a perfect fit with our passion for food and drink and supporting food access for all members of the community," said The Oneida Group Chief Marketing Officer Jeff Jarrett. "It will be exciting to see Oneida dinnerware and flatware featured at Nationwide Arena in the upcoming season, and we're thrilled for the opportunity to enhance the dining experience for fans coming out to cheer on the Blue Jackets."

Traditional sponsorship elements to round out the partnership include in-arena messaging, custom digital content, hospitality and support of the Blue Jackets Foundation's Golf Classic and The Cannonball signature fundraiser.

About The Oneida Group

Driven by devotion to design, The Oneida Group (formerly EveryWare Global) is recognized for providing quality tabletop and kitchen solutions through its consumer, foodservice, and specialty channels. The company's global platform allows it to market and distribute internationally its total portfolio of products including bakeware, beverageware, serveware, storageware, flatware, dinnerware, crystal, buffetware and hollowware; premium spirit bottles; cookware; gadgets; candle and floral glass containers; and other kitchen products, all under a broad collection of widely-recognized brands, including Oneida, Anchor Hocking, Sant' Andrea, Buffalo, Delco, and Fire-King. Anchor Hocking, LLC and Oneida Ltd. are subsidiaries of The Oneida Group. Additional information can be found at www.theoneidagroup.com, www.anchorhocking.com, www.anchorhockingbottles.com, www.oneida.com, and www.foodservice.oneida.com.

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