

UNRL, Adam Thielen Sign Multi-Year Contract Extension

UNRL and Adam Thielen deepen partnership and agree to a three-year contract extension supporting Adam's on-and-off field endeavors

SAINT PAUL, MN, UNITED STATES, March 27, 2024 /EINPresswire.com/ -- UNRL, one of the fastest growing athleisure and golf apparel brands, is excited to announce the extension of its partnership with NFL Star Adam Thielen. This long-term extension is a testament to the synergies and shared vision for making meaningful impact in the realm of sports and beyond. Looking to the future, their partnership is set to bring forth innovative products, impactful community projects, and an unwavering dedication to inspiring the next generation.

Since the partnership's inception in March 2022, UNRL and Thielen have embarked on a journey marked by mutual support and shared success. Thielen's move to The Carolina Panthers opened a new chapter in his career, while UNRL's expansion into new markets and product innovation has expedited brand recognition. This alliance goes beyond the typical athlete-brand relationship, rooted in a shared pledge to excellence, community engagement, and the desire to inspire others.



Adam Thielen x Michael E. Jordan



Thielen x Jordan

Thielen expressed his enthusiasm for the continued partnership, stating, "UNRL has been an incredible partner, supporting me through every step of my journey. I'm thrilled to extend our partnership and continue working together to inspire and make a difference in the lives of others. UNRL's commitment to quality, innovation, and community aligns perfectly with my values, and I'm excited to see what we can achieve together in the coming years."

The contract extension highlights UNRL's continued support of Thielen's professional and personal endeavors. With this extension, UNRL is set to leverage Thielen's influence in creative and impactful ways, pushing the boundaries of what's possible in their partnership.



Thielen Visit to UNRL HQ

"We are beyond excited to continue our partnership with Adam Thielen," said Michael Jordan, CEO of UNRL. "Adam embodies everything UNRL stands for — hard work, dedication, and the relentless pursuit of excellence. This extension is more than just a contract; it's a reaffirmation of our shared values and our commitment to making a positive impact."

Central to this renewed agreement is UNRL's increased support for The Thielen Foundation, demonstrated by their investment in the Foundation's mission with a six-figure annual donation. This contribution will bolster the Foundation's mission, aiming to equip and empower youth to reach their full potential. The focus of the partnership is to leave a legacy that extends well beyond the football field, touching the lives of and inspiring young individuals and fans across the nation.

Jake Knopick
UNRL
[email us here](#)

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