

# Kevin Kisner has a new hobby; joins Free Bird Southern Spring Water as investor and brand partner

*The four-time PGA TOUR winner and NBC Sports analyst joins the fast-growing brand to lead its expansion onto the course*

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“

I've been around a lot of brands in golf, and you can usually tell pretty quickly which ones are going somewhere. This one is. I love what Free Bird stands for and I wanted to be part of building it.”

*Kevin Kisner*

Water today announced that [Kevin Kisner](#), a four-time PGA TOUR winner and NBC Sports golf analyst, has joined the company as an investor and brand partner. Free Bird is already in more than 2,500 stores in its first 18 months. Kisner's involvement will help expand Free Bird's presence in golf.

Some of the best moments start with the sound of a can cracking open: walking off the 18th green, dropping the tailgate before kickoff, or sitting on the porch at the end of a long day. Free Bird was built for those moments. It's spring water from the Blue Ridge Mountains in an ice-cold

can, bringing the familiar ritual of cracking open a cold one to everyday hydration.

Free Bird is now sold at Walmart, Food City, Harris Teeter, Circle K, and many other retailers, as well as on Amazon. It has built partnerships across motorsports and country music with [Joe Gibbs Racing](#), NASCAR Cup Series driver Chase Briscoe and Cole Swindell.

Kisner was raised in Aiken, South Carolina, and played college golf at the University of Georgia. He became one of the PGA TOUR's most respected competitors through his consistency and his record in match play. Since moving into the broadcast booth, he has become one of the most recognizable voices in the game.

“Kevin didn't just sign on to promote Free Bird. He bought into what we're building,” said Jay Williams, founder of Free Bird. “Golf is another audience that we are excited about and there is no one we would rather partner with.”

Peyton Smith

Free Bird

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