

PHILADELPHIA EAGLES

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Rita's Unveils Go Birds! Italian Ice, Tailgate Pack to Kick Off 2019 Eagles Season

Go Birds! Italian Ice and Tailgate Packs are available at Rita's locations in the Greater Philadelphia region for a limited time



To celebrate the start of the 2019 NFL season, **Rita's Italian Ice has unveiled a new summer flavor in honor of the Philadelphia Eagles**. Fittingly named **Go Birds! Italian Ice**, the new refreshing flavor has been creatively mixed to resemble the **team's iconic "Eagles Green" color** and can be found at Rita's locations in the Philadelphia, Wilmington and Trenton markets for a limited time.

In conjunction with the new flavor, the Eagles and Rita's are also rolling out a **limited-edition Go Birds! Tailgate Pack** which comes complete with a Rita's/Eagles branded cooler bag, four quarts of Rita's ice, cups, spoons, and a scooper. Tailgate Packs can be purchased at all participating Rita's locations.

EDITOR'S NOTE: Digital assets of *Go Birds! Italian Ice*, the *Go Birds! Tailgate Pack*, and *Eagles players serving Rita's at training camp* can be [downloaded here](#). Photo credit can be attributed to the Eagles and Rita's Italian Ice.

"We all know how much of a summer tradition Rita's Italian Ice is here in the Delaware Valley, so it was an honor to be part of this creative process with the leader in the Italian Ice and Frozen Custard industry," said **Catherine Carlson**, Senior Vice President of Revenue and Strategy, Philadelphia Eagles. "Go Birds! is our way of thanking Eagles fans for their relentless passion and year-round support. This is an exciting time of year so we hope that Go Birds! Italian Ice and the limited-edition Tailgate Packs will fully equip every Eagles fan for the start of the 2019 season."

"We're thrilled to give fans a fun way to celebrate the return of football season in true Philly style with Rita's," says **Linda Chadwick**, President & CEO, Rita's Italian Ice. "Go Birds! is a treat designed to honor the Philadelphia Eagles as much as it is to celebrate the greatest fans in football."

Rita's Italian Ice is a proud partner of the Philadelphia Eagles, as well as an associate partner of the Eagles Kids Club.

All children enrolled in the Eagles Kids Club will receive promotional discounts at participating Rita's locations when a Kids Club ID is presented. For more information on the Eagles Kids Club, or to sign up a young Eagles fan, please visit www.philadelphiaeagles.com/fans/kidsclub/.

About the Philadelphia Eagles

The Philadelphia Eagles are a National Football League franchise representing the NFC East Division. Established on July 8, 1933, the club was originally purchased by a group led by Bert Bell who moved the Frankford Yellow Jackets to Philadelphia and renamed them the Eagles. Now owned by Chairman and CEO Jeffrey Lurie, the Eagles are regarded as one of the league's storied franchises, having appeared in three Super Bowls, winning three NFL Championships, capturing the Lombardi Trophy at Super Bowl LII and featuring 15 Pro Football Hall of Famers. Since 2003, Lincoln Financial Field has been home to the Eagles, a state-of-the-art venue in South Philadelphia that serves as a prime destination for world-class entertainment. Spearheaded by Lurie, the Eagles Autism Challenge is the club's signature fundraising event that annually raises millions of dollars for innovative autism research and programs. For more information, visit www.PhiladelphiaEagles.com.

Rita's Italian Ice

Rita's Italian Ice opened its doors in Bensalem, Pa. in 1984, and has been dedicated to spreading "Ice, Custard, Happiness!" ever since. Now with more than 600 locations worldwide, guests around the world visit Rita's to celebrate their everyday moments with freshly made cool treats in a fun-filled atmosphere. Known for its famous Italian Ice, made daily featuring real fruit, and award-winning Frozen Custard, Rita's serves a taste of happiness with each delicious treat. For more information about Rita's Italian Ice, please call 1-800-677-7482 or visit www.ritasice.com.

