

# Newsroom

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# Georgia Southern goes country with Cole Swindell

OCTOBER 28, 2015



**HAIL SOUTHERN  
COLLECTION**  
BY COLE SWINDELL

**PRE-ORDER NOW**  
BEFORE IT'S IN STORES &  
BE ENTERED TO WIN

A MEET-AND-GREET &  
TWO TICKETS FOR HIS SHOW  
IN ATHENS ON NOV. 20

TWO TICKETS TO THE  
GAME VS. GEORGIA  
ON NOV. 21

AN EXCLUSIVE APPAREL LINE  
DESIGNED BY COUNTRY MUSIC STAR COLE SWINDELL

Learfield Licensing Partners, a trademark management company specializing in collegiate licensing and branding, along with Georgia Southern University's trademark licensing department, are proud to announce a partnership with country music star Cole Swindell and KPEntertainment for an exclusive line of apparel produced by The Game.

Swindell, long known as an accomplished song writer, shot to fame in 2013 when his break-out solo "Chillin' It" became a top-5 hit. Swindell went on tour, and his love for Georgia Southern became evident as he donned Eagles caps and apparel during live performances, videos, red carpet events and on his album and download covers.

Georgia Southern licensee The Game was Swindell's choice for all headwear, which led to a natural partnership in this new venture between Swindell and Georgia Southern. The Game, founded by college sports fans in 1986, will produce a select offering of branded caps and t-shirts which will be sold in stores throughout the Southeast. A limited number of pieces will also be sold on his tour.

Product will be available at the Georgia Southern Bookstore as well as many area retailers beginning mid-November.

Learfield Licensing has created a pre-order site ([www.gsustore.com](http://www.gsustore.com)) where fans can order products and register to win tickets to both Swindell's show in Athens, Georgia on November 20 and tickets to the Georgia Southern vs. Georgia game on November 21.

"Both of my parents and my brothers are Georgia Southern alums," said Swindell. "I grew up sliding down the hills on cardboard boxes on football game days. I used to want everything in the GS bookstore as a kid, and now, through a partnership with The Game, I have my own line of apparel being sold in the very same store! I wear the GS hat on stage every night for a reason. I'm proud to be an Eagle. GATA."

"We are so proud of Cole and all he is accomplishing in country music, and we love his passion for his University," said Connie Palfy, assistant vice president at Georgia Southern. "Cole's affinity for Georgia Southern shows every time he wears his trademark 'GS' hat and we are so pleased that we can expand the brand with the Hail Southern Collection from The Game."

"Building off the mutual pride for Georgia Southern and Cole's meteoric rise in country music, the Hail Southern Collection merges two iconic and relevant brands," said Ben Emmons, vice president of brand marketing at Learfield Licensing. "The result is a line of apparel that appeals to college and country music fans alike."

Learfield Sports acquired both LRG and SMA in 2014. These two industry-leading agencies now combine their more than 40 years of experience into Learfield Licensing Partners – a world-class licensing firm that integrates each company's services and success to align perfectly with Learfield's history, strength and reputation within the industry. Learfield Sports manages the multimedia rights for more than 100 collegiate properties and has prominence in all of the major conferences. To learn more, visit [www.learfieldsports.com](http://www.learfieldsports.com) and [learfieldlicensing.com](http://learfieldlicensing.com).