



[Images of new Solo ambassador Josh Addo-Carr available here](#)

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## **Josh Addo-Carr and Solo help NRL fans tackle their thirst with new partnership**

The National Rugby League (NRL) has signed a partnership with Asahi Lifestyle Beverages (ALB) and its major brand Solo to be its official non-alcoholic sponsor.

The new agreement marks the first time ALB has held the sponsorship. Solo will be the lead brand, with NRL fans given the opportunity to participate in on-ground challenges such as nailing trick shots to win big prizes as part of the iconic lemon drink's Thirst Worthy campaign.

Solo and non-sugar option, Solo Zero, will also have touchpoints in stadiums, across its retail footprint, social and digital to support the 2022 NRL season. The partnership will see Solo and other ALB drinks such as Schweppes, Cool Ridge water and Gatorade integrated into the NRL's official hospitality functions throughout Major Events.

Canterbury star Josh Addo-Carr, who has been unveiled as Solo's new ambassador as part of the partnership, said: "Solo is all about Thirst Worthy efforts. Nowhere are there more Thirst Worthy efforts than at a League game, which makes this a perfect partnership. What better way for fans to tackle their thirst than with a Solo!"

NRL Executive General Manager, Partnerships, Jaymes Boland-Rudder said: "We're excited to welcome Asahi Lifestyle Beverages as a partner of the NRL. Solo has been a valued Australian brand since 1973 and we are excited to offer unique benefits through our partnership and see more of our fans enjoying a Solo during footy occasions with family and friends".

ALB CEO Nigel Parsons said: "This is going to be an amazing partnership not only for us and the NRL but also for the fans. There will be some exciting on-ground fan activations announced soon and fans will now have greater access to our industry-leading range, including not just Solo but also Schweppes, Cool Ridge and Gatorade."

The new partnership will see ALB join Carlton & United Breweries as an official NRL beverages partner, with CUB also a part of the Asahi Beverages family.

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