



FOR IMMEDIATE RELEASE  
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### **Tervis Tumbler Follows Trend with Successful Line of Personalized Drinkware**

*North Venice, Florida* -- In addition to its diverse selection of stock emblem designs and licensed collegiate designs, Tervis Tumbler is in tune with the growing market for personalized merchandise. Tervis drinkware can be personalized with names, initials, and monograms in a rainbow of color choices. Personalization is available as a stand-alone graphic on the tumblers, or on the opposite side of one of Tervis Tumbler's popular stitched emblems. A great housewarming gift, for example, might be a set of songbird tumblers, each personalized with a family member's first name on the opposite side. A birthday gift for the dog-lover could be a Tervis Tumbler featuring the black lab emblem on one side; "Buddy's Mom" on the other.

Tervis has recently introduced two additions to its personalized line. First, the elegant black script single twill initials are now also available in pink for a more feminine look. The drinkware manufacturer has also just introduced to its retailers a new script initials program, called the "Letter-Perfect Package." The package includes a turnkey 45-piece set of best-selling initials. For more information about Tervis Tumbler's Letter-Perfect Package – and all of its personalization options, please call toll-free 1-866-392-1964 or email [sales@tervis.com](mailto:sales@tervis.com).

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#### ***About Tervis Tumbler***

Founded in 1946, the Tervis Tumbler Company is dedicated to upholding the same high standards of quality craftsmanship and customer relations today as it has for over 60 years. Headquartered in North Venice, Florida, the company manufactures and sells the world's only insulated drinkware with a lifetime guarantee. Tervis products are sold in more than 6,000 retail stores nationwide. For more information, please call 1-800-237-6688, ext. 1340, (941) 441-1049, or visit the Tervis website at [www.tervis.com](http://www.tervis.com).