



FOR IMMEDIATE RELEASE  
May 26, 2006

For More Information,  
Please Contact: Marnee Smith  
Marketing Manager  
Tervis Tumbler Co.  
(941) 441-1049, [msmith@tervis.com](mailto:msmith@tervis.com)

Pls. Note: Image of Tervis Headquarters available at  
[www.tervis.com/img/hq.jpg](http://www.tervis.com/img/hq.jpg). Call for  
product shots.

**Tervis Tumbler Celebrates 60<sup>th</sup> Anniversary  
With ‘60 Nifty Gifts!’ Promotion, New Retro Tumbler Set**

*North Venice, Florida* – The Tervis Tumbler Company, manufacturer of insulated drinkware since 1946, is including retailers in its 60<sup>th</sup> Anniversary celebration with its “60 Nifty Gifts!” promotion during the summer markets. New and existing customers who place orders with Tervis for \$300 or more at the Dallas Gift Show (June 21-28), Atlanta Gift & Home Furnishings Show (July 11-19), and Chicago Gift & Home Show (July 22-25) will be registered to win one of 60 prizes. The prizes of Tervis Tumbler merchandise have retail values from \$15 to \$1,000.

“We wanted to create a fun promotion that would generate excitement among our customers, while we paid tribute to Tervis Tumbler’s remarkable 60 years of success as an American manufacturer,” says Gail Bowman, director of sales and marketing. Tervis has also introduced a new set of retro tumbler designs celebrating its retro-styled brand – and the nostalgic era from which it originated.

- MORE -

In 1946, Tervis Tumbler was started by two Detroit engineers, Frank Cotter and G. Howlett Davis. They created the insulated tumbler and named it by combining the last three letters of their last names. Among the first Tervis Tumbler sets were those featuring the famous actor/comedian Art Carney.

The current owner, Norbert Donnelly, acquired majority interest in the company in 1988, when the company had just 12 employees and \$380,000 in annual sales. Today, Tervis Tumbler has 160 employees and sales of \$20 million. Tervis Tumbler merchandise is currently sold in 6,000-plus retail outlets nationwide, from gift and specialty stores to major department stores.

The company kicked off its benchmark 60<sup>th</sup> year with a party in its new, expanded headquarters and manufacturing facility in North Venice, Florida, where Tervis Tumblers are made. The new building is more than twice the size of its former facility, with further room to expand, as needed.

Tervis attributes its decades of success to several factors, starting with the company's commitment to quality that it backs with a lifetime guarantee on every product sold. "We have also focused on branding and niche marketing efforts, new product introductions, licensing opportunities and customization programs," says Bowman.

For more information about Tervis Tumbler Company, please contact Marnee Smith, Marketing Manager at (941) 441-1049 or via email at [msmith@tervis.com](mailto:msmith@tervis.com).

####

**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. 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).