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## **World Renowned Chef Andrew Zimmern Cooks Up Partnership with INNOVA Disc Golf**

**Andrew Zimmern**, the three-time James Beard Award winning TV personality, author, chef, and teacher, is universally regarded as one of the most versatile and knowledgeable personalities in the food world. Zimmern also happens to be an avid disc golfer and is partnering with Innova to be a Celebrity Ambassador for the brand.

Disc golf is played much like traditional golf, only players throw specialized flying discs to navigate the course. Each hole is completed when the disc lands in a metal target that has strands of chains to catch the disc in flight. Disc golf rules, scoring, and etiquette are otherwise very similar to traditional golf. The object is to complete each hole, and ultimately the course, in the fewest number of throws.

INNOVA is excited that Zimmern is joining its growing family of Celebrity Ambassadors, and together they will introduce one of the world's most affordable, family-friendly outdoor activities through a series of outdoor festivals and events.

"As an avid disc golfer I'm thrilled to be associated with the number one brand in our sport. More importantly Innova has their heart in the right place, they believe in promoting the sport so everyone wins, even their competitors. For Innova, this isn't about anything other than growing the sport via affiliations that make sense. Innova is also committed to my biggest goal which is to put live music, a disc golf pro-am, food tents and trucks, and instructional support and equipment sales together here in Minnesota for a day devoted to charity, social justice and having fun playing my favorite sport."

-Andrew Zimmern

INNOVA supports a network of official ambassadors, many of whom are experts in variety of promotional activity including event management, sponsorship, clinics, course design, trade shows, and other grass roots-oriented promotion. There are also celebrity ambassadors, like Zimmern, who use their public platforms to share their passion for the game.

"We are delighted to have Andrew join the INNOVA family of ambassadors. Together we will increase our reach exponentially in the effort to share this wonderful outlet for healthy, outdoor recreation".

-INNOVA Disc Golf

### **About Andrew Zimmern**

A three-time James Beard Award-winning TV personality, chef, writer and teacher, Andrew Zimmern is universally regarded as one of the most versatile and knowledgeable personalities in the food world. As the creator, executive producer and host of the Bizarre Foods franchise on Travel Channel (including *Bizarre Foods with Andrew Zimmern*, *Andrew Zimmern's Bizarre World*, *Bizarre Foods America* and the new *Bizarre Foods: Delicious Destinations*), and now *Driven by Food*. Andrew has explored cultures in more than 150 countries, promoting impactful ways to think about, create and live with food.

### **About INNOVA**

INNOVA was formed in 1983 to meet the developing equipment needs of disc golfers. INNOVA President, Dave Dunipace, created the world's first disc designed specifically for the disc golf. That first disc, the Eagle, established INNOVA as the technological pacesetter in the game. More than 30 years later, INNOVA continues to be the most desired brand of disc golf discs and accessories throughout the world.

For more information on this announcement please contact:

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