

## Freddie Roach Teams Up With Jagermeister

Written by The Sweet Science  
Friday, 22 February 2013 10:03

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New Rochelle, NY. – Jägermeister is proud to announce “A Brother in your Corner,” a social responsibility campaign and consumer competition with legendary boxing trainer, Freddie Roach.

Arguably the most noteworthy trainer in boxing today and one of the greatest of all time, Hall of Famer Freddie Roach has trained 31 world champion boxers. Over the course of his career, Roach has been very outspoken about taking care of his fighters in and out of the ring, advising them when it is time to call a fight or walk away from the round. Regardless of how unpopular of a decision it may be, Roach puts his brotherhood of boxers first and lives by the same code that Jägermeister follows, The Jager Code. The code of always having “A Brother in your Corner”.

Jägermeister and Freddie Roach challenge consumers to share stories of how they live by the “Jager Code” for a chance to win a once-in-a-lifetime trip to Vegas with 3 friends where they will receive a private training session from Roach himself, boxing tickets, dinner with the boxing great and VIP access to the weekend’s most exclusive party.

A Brother in Your Corner Competition begins February 19<sup>th</sup> and runs for 8 weeks. Each week, two entrants will advance to the final round, one based on popular vote and one Jägermeister-chosen wildcard, aptly named for Roach’s gym in Los Angeles. Those who advance due to popular vote will also receive boxing memorabilia signed by Roach. The grand prize winner of the ultimate weekend in Vegas will be hand-selected by Freddie Roach and announced the week of April 21<sup>st</sup>.

Freddie Roach says, **“Jägermeister’s “A Brother in Your Corner” competition challenges everyone to step up and show how strong their bonds are within their brotherhoods. I know these bonds well, as I believe I have lived by this code throughout my entire career in boxing. I have been fortunate to train 31 world champions yet I feel it is not always about the win. It’s about always being in their corner and having their back.”**

“Social responsibility is extremely important to the Jägermeister brand and to Sidney Frank Importing Company, Inc. We are proud to partner with Freddie Roach to launch the pioneering ‘A Brother in Your Corner’ program which was developed to promote responsible consumption. We intend to effectively communicate the power of knowing when you’ve had enough and it’s better to sit a round out,” says Amanda Blanco, VP of Marketing for Jägermeister at Sidney

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Frank Importing Company, Inc.

For official rules, full details on how to enter plus exclusive videos from Freddie Roach, Gerry Penalosa, James Toney, Wayne McCullough and Eva Futch, widow of the late Eddie Futch, visit [www.jagercode.com](http://www.jagercode.com) or [www.facebook.com/JagerUSA](http://www.facebook.com/JagerUSA) . Must be at least 21 years of age to enter. Open to all United States residents. No purchase necessary.

In May of 2012, Jägermeister unveiled “Stronger Bond”, the brand’s first ever television and 360  
◦  
advertising campaign in the United States. Aimed at the 21-29 year old male demographic, Jägermeister brought together seven men at the top of their respective crafts to form the ultimate bond. Freddie Roach was among these men, who not only had to embody the untamed edge of Jägermeister, but also had to be a part of a group whose success relies on their strong bonds with others - one of the foremost social components of the brand.

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### **C.J.Rock says:**

Freddie really cares about his fighters they are not cash cows to Freddie but more like members of the family

### **SouthPaul says:**

Barf.

that's my yäger story. The stuff taste horrendous .