



NEWS RELEASE

Boulder Canyon Wants to Be the Official Partner of Your Unofficial Hacky Sack Club

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Boulder Canyon taps into the hacky sack revival with surprise drops, branded merch and community sponsorships this summer

HANOVER, Pa.--(BUSINESS WIRE)-- **Boulder Canyon®**, the premium snack brand inspiring consumers to “Be for Real” and reconnect with real-life experiences, is officially joining the hacky sack revival and is actively searching for hacky sack clubs to partner with this summer.

Boulder Canyon Wants to be The Official Partner of Your Unofficial Hacky Sack Club

As the Official Snack Sponsor, Boulder Canyon will support spontaneous, community-driven hacky sack gatherings

taking shape in parks, public plazas and on college campuses with snacks and branded gear.

Hacky sack groups continue to pop up across the country, requiring nothing more than open space, a few people and a footbag to come to life. This movement reflects exactly the kind of authentic, screen-free connection Boulder Canyon has championed all year long.

Boulder Canyon’s Official Snack Sponsorship includes:

- Boulder Canyon snacks to fuel meetups
- Custom hacky sacks
- Exclusive merch and branded gear

Hacky sack clubs interested in being considered for a Boulder Canyon partnership this summer can follow and direct message @BoulderCanyon on **Instagram**.

"As people increasingly seek ways to unplug and connect offline, hacky sack clubs have emerged as a simple yet

meaningful way to bring communities together. We love that energy and we want to support these gatherings to celebrate the authentic moments that happen when people put their phones down and join the circle,” said Stacey Schultz, senior vice president of marketing at Utz Quality Foods, LLC, a subsidiary of Utz Brands, Inc.

Boulder Canyon's support of hacky sack clubs is just one part of the brand's broader effort to encourage consumers to embrace real-world connections. Throughout the summer, Boulder Canyon will also support community-driven hobbies and other growing social gatherings, including run clubs, outdoor recreation groups and other growing social movements that bring people together through shared interests.

For more information about Boulder Canyon, visit the **Boulder Canyon website** or follow along on the “Be For Real” campaign at @BoulderCanyon on **Facebook, Instagram** and **TikTok**.

About Utz Brands, Inc.

Utz Brands, Inc. (NYSE: UTZ) manufactures a diverse portfolio of savory snacks through popular brands, including Utz®, On The Border® Chips & Dips, Zapp's® and Boulder Canyon®, among others. After over a century with a strong family heritage, Utz continues to have a passion for exciting and delighting consumers with delicious snack foods made from top-quality ingredients. Utz's products are distributed nationally through grocery, mass merchandisers, club, convenience, drug, and other channels. Based in Hanover, Pennsylvania, Utz has multiple manufacturing facilities across the U.S. to serve its growing customer base. For more information, please visit **www.utzsnacks.com** or call 1-800-FOR-SNAX.

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