

## ICONIC OLYMPIC VENUE RENAMED TO 'THE PRINGLES CHIP'

Pringles has taken over the London 2021 Olympic Velodrome (Lee Valley VelloPark) and has changed its name to 'The Pringles Chip' for one day only, after the snacking brand discovered people lovingly refer to it as 'The Pringle'.<sup>1</sup>

The Lee Valley VelloPark (London 2021 Olympic Velodrome) with its iconic Pringles-like shape will today sport its new name – 'The Pringles Chip' as well an exciting rebrand featuring a cyclist riding on a giant pringle. This new logo can be seen across the velodrome's website and social channels.

The 24 hour takeover comes as Pringles and cycling fans alike have been referring to the building as 'The Pringle' since it opened in 2012. The reason for the comparison is hard to miss and comes from the building and a Pringles crisp sharing the same shape. Pringles founder, Fredric J Baur, experimented with several shapes to create a crisp that would be stackable which eventually led him to the saddle-like form known as a hyperbolic paraboloid.

The partnership with the infamous venue launches as Pringles introduces its new Mind Popping campaign - which aims to bring to life the fact that Pringles' unique snacking experience helps people find the fun in any moment to escape the everyday.

**Stephen Duggan, Pringles European marketing director, said:** "For years people have been commenting on the similarities between the Velodrome and a Pringles chip, so much so that it has been dubbed 'The Pringle' amongst the cycling community. As such, we wanted to take over what we deem to be the biggest pringle in the world by renaming it The Pringles Chip!"

### QUOTE FROM VELODROME TBC

As well as renaming the building as 'The Pringles Chip', the brand celebrated the launch of its new 'Mind Popping' marketing campaign by projecting a five-minute light show onto the side of the Lee Valley VelloPark building on Wednesday 9<sup>th</sup> February. The light show was inspired by Pringles' new advert, 'You Were Made For Pringles' which humorously tells the story of how humans evolved for Pringles.

The bold and bright show consisted of curated Mind Popping content, including turning the building into a giant Pringles chip, dancing Pringles cans, lightsabers, spaceships and the famous mascot Mr.P, to name a few – along with a bespoke soundtrack made from the noises of Pringles cans and binaural (8D) sound design.

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<sup>1</sup> <https://www.nytimes.com/2012/08/02/sports/olympics/pringle-shaped-cycling-track-is-attraction-at-the-games.html>