



Whirlpool Brand and Premier Lacrosse League Announce Chicago River Stunt in Celebration of the League's Highly-Anticipated Return

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The event will kick off a two-day game series at Northwestern Medicine Field's Martin Stadium

CHICAGO, July 10, 2025 /PRNewswire/ -- Whirlpool brand, a proud sponsor of the Premier Lacrosse League (PLL), is transforming the Chicago River into a floating arena to welcome PLL back to the city for the first time since 2019. The [Chicago Weekend](#) two-day series will feature four games on July 11-12 at Northwestern Medicine Field.

Lacrosse fans are encouraged to celebrate the league's return in the first-ever professional lacrosse game played on a river. The field, constructed on an iconic Chicago River Tour Boat, will embark Friday, July 10 on a three-hour loop around the Chicago River, starting from 900 W Wells and looping between Lake Street and Michigan Avenue, ensuring visibility for crowds along the River Walk and proximity to the World of Whirlpool in the historical Reid Murdoch building. The boat will make extended stops at each location, allowing PLL players to showcase their lacrosse skills to passersby.

The installation is the latest extension of the Whirlpool brand's commitment to PLL and its efforts to expand access to the sport in the communities its leagues call home. In late 2024, Whirlpool brand also announced its support as a founding partner of the Women's Lacrosse League (WLL).

"We're putting a lacrosse field on a river boat and playing 3v3 in the heart of downtown Chicago – how cool is that?" said Paul Rabil, co-founder and president of the Premier Lacrosse League. "This event is celebrating our sport in a way only PLL can. Big thanks to Whirlpool brand for helping us make this vision a reality."

"The sheer novelty of playing a land sport on water is inherently fun, and this activation brings a fresh twist on one of the fastest-growing sports," said Emily Spaeter, Integrated Brand Manager at Whirlpool brand. "Everyone loves the Chicago River; it's one of the heartbeats of the city. As a sponsor of the PLL and founding partner of the WLL, Whirlpool brand is excited to welcome the league back to Chicago"

The PLL and Whirlpool brand first teamed up in 2023 to welcome the PLL's eight teams to home markets. Whirlpool brand has since become the inaugural founding partner of the Maryland Whipsnakes, and is a founding partner of the WLL. In addition, the PLL and Whirlpool brand work to expand access to lacrosse through equipment restoration, and community and social responsibility endeavors.

Whirlpool brand, a leading kitchen and laundry appliance brand with its in-house agency, WOW Studios, wanted to make a splash in welcoming the PLL back to Chicago by creating an activation that excites everyone about the upcoming games.

The best public viewing area will be along the Chicago Riverwalk, located across from World of Whirlpool in the historical Reid Murdoch building, between North LaSalle Drive and North Clark Street at 1:30 p.m. CT.

For more information or coverage throughout the weekend's events, fans should tune in to Whirlpool on [Instagram](#).

About Whirlpool Corporation

Whirlpool Corporation (NYSE: WHR) is a leading home appliance company, in constant pursuit of improving life at home. As the only major U.S.-based manufacturer of kitchen and laundry appliances, the company is driving meaningful innovation to meet the evolving needs of consumers through its iconic brand portfolio, including Whirlpool, KitchenAid, JennAir, Maytag, Amana, Brastemp, Consul, and InSinkErator. In 2024, the company reported approximately \$17 billion in annual sales - close to 90% of which were in the Americas - 44,000 employees, and 40 manufacturing and technology research centers. Additional information about the company can be found at [WhirlpoolCorp.com](https://www.whirlpoolcorp.com).

About the Premier Lacrosse League

The Premier Lacrosse League (PLL) powered by Ticketmaster is a men's professional lacrosse league in North America, composed of eight teams rostered by the best players in the world. Co-founded by lacrosse superstar, philanthropist, and investor Paul Rabil and his brother, serial entrepreneur and investor, Mike Rabil, the PLL is backed by an investment group composed of Joe Tsai Sports, The Chernin Group, Arctos, Brett Jefferson Holdings, The Raine Group, Creative Artists Agency (CAA), The Kraft Group, Bolt Capital and other top investors in sports and media. The PLL is distributed through an exclusive media rights agreement with ABC, ESPN, ESPN2, and ESPN+. The PLL was named 2023 Best Place to Work in Sports, and 2020 Sports Breakthrough by the Sports Business Journal, and recognized as a 2021 Best Employer in Sports by Front Office Sports. For more on the league, visit www.premierlacrosseleague.com and follow on social media: Instagram (@PLL), Twitter (@PremierLacrosse), Facebook (@PremierLacrosseLeague), YouTube ([YouTube.com/PLL](https://www.youtube.com/PLL)) and TikTok (@pll).

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