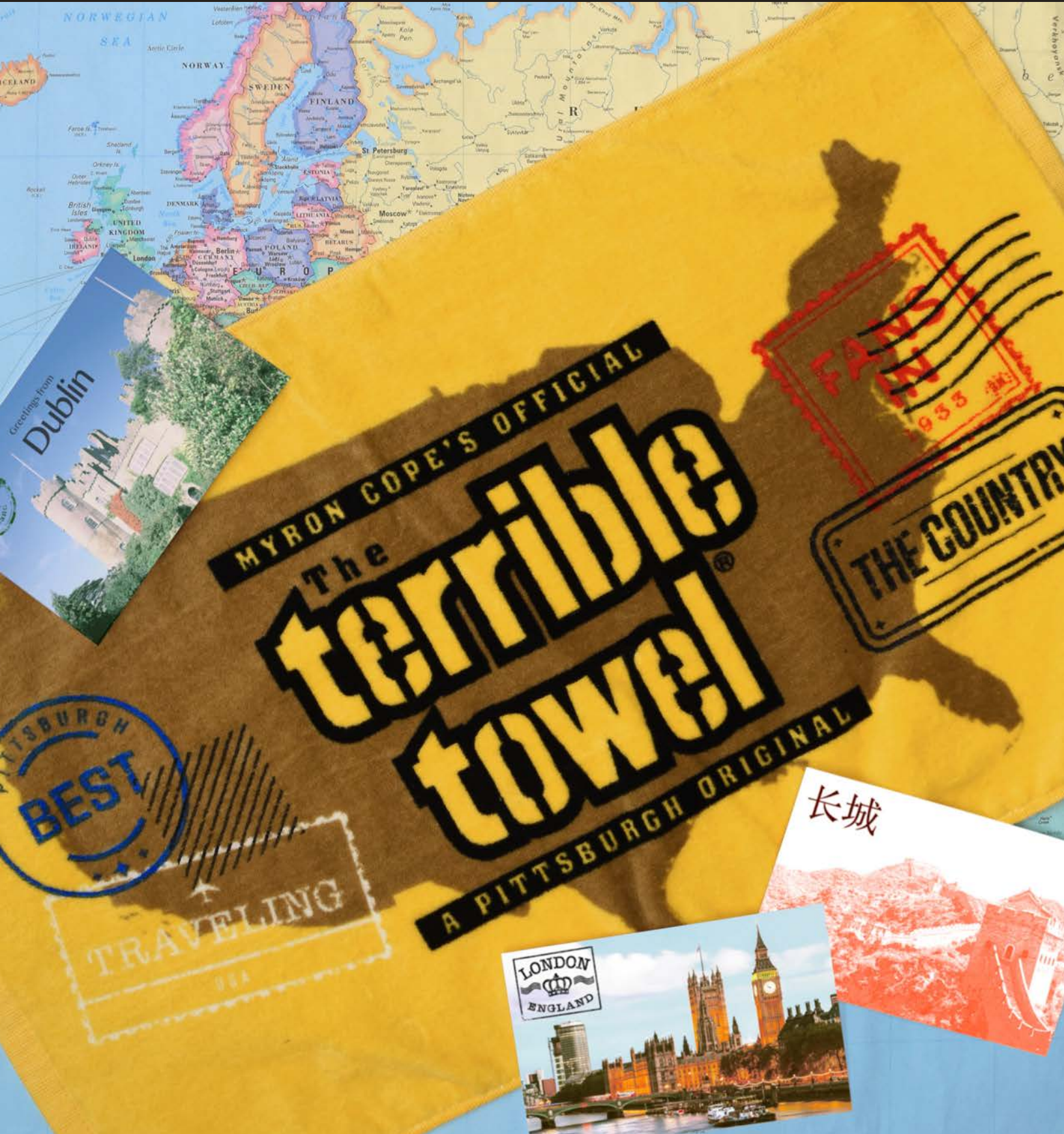


2024 Catalog



# The Terrible Towel®



# A Pittsburgh Tradition



Myron Cope

The Terrible Towel® had its beginnings in the mind of Pittsburgh sportscaster Myron Cope, who was asked by his employers at the radio station WTAE to come up with a “gimmick” for the 1975 AFC Playoff game against the Baltimore Colts. In the weeks leading up to the game, Cope confidently talked up the towel on the radio and evening television news, but there was doubt in the back of his mind: what if the Steelers lost the game? Would the fans think that the Towel had jinxed it? What if hardly anyone brought a towel to the game?

During pre-game warm-ups, Cope anxiously scanned the stands—and saw less than a dozen towels. But as the Steelers gathered in the tunnel to be introduced onto the field, suddenly the crowd exploded, and Cope recalls “by my estimation, 30,000 Terrible Towels® twirled from the fists of fans around the stadium!” The Steelers went on to win the game, and The Terrible Towel® went on to become a symbol of the bond between the franchise and its nation of fans, a symbol that’s recognized all over the world. Since 1996, proceeds from the sale of The Terrible Towel® items have benefited the Merakey Allegheny Valley School. Since then, more than \$4 million has been donated to the school, which helps people with intellectual and developmental disabilities.

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## Halloween Terrible Towel®

**NEW**



Spook up your season with our Halloween-themed Terrible Towel®!

SIZE 25" x 15"  
ITEM # 801201-TOWL-HALL-1  
UPC 194381157139

## Travel Terrible Towel®

**NEW**



Take your Terrible Towel® around the world with this travel-themed design.

SIZE 25" x 15"  
ITEM # 801201-TOWL-TRAVEL  
UPC 194381216942

PLEASE NOTE: ALL TERRIBLE TOWELS® ARE SIZED 15" x 25" UNLESS SPECIFIED OTHERWISE.

## Terrible Towel® Timeline

### 1975



The Terrible Towel® debuts at the 1975 AFC Playoff game against the Baltimore Colts. Steelers win 28-10. December 27, 1975.

### 1976



Fans waving the Terrible Towel® help to propel the Steelers to a 21-17 win over the Dallas Cowboys in Super Bowl X.

### 1976

The first commercially-produced Terrible Towel® hits the market.

# Seasonal

## Leprechaun Terrible Towel®



Is it a pot of gold or a championship at the end of the rainbow? This towel brings good cheer to all!

ITEM # 801201-TOWL-LEPR  
UPC 631237917061

## Patriotic Terrible Towel®



Show your love for the USA and your team—any time of the year with the Patriotic Terrible Towel®.

ITEM # 801201-TOWL-PATRIOT  
UPC 631237917078



*Actually glows  
in the dark!*

## Halloween Glow in the Dark Terrible Towel®



The white printed areas on this Terrible Towel® glow in the dark!

ITEM # 801201-TOWL-HALL-GLOW  
UPC 631237917351

## Pumpkin Halloween Terrible Towel®



It's spooky season! Give this towel a twirl while fully decked out in your best costume.

ITEM # 801201-TOWL-PUMPK  
UPC 631237917900

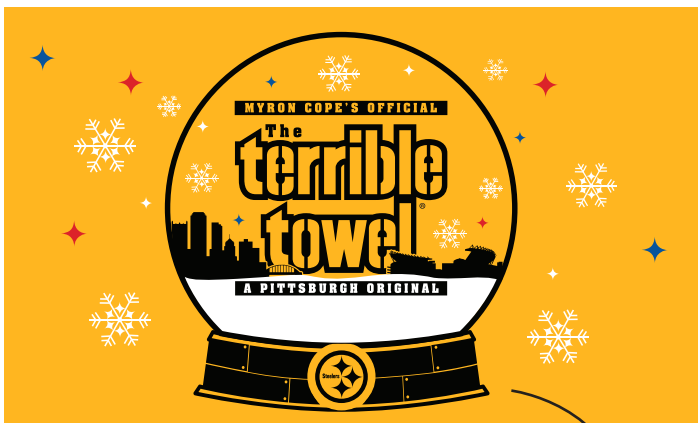
## Thanksgiving Turkey Terrible Towel®



This Thanksgiving towel is a great way to show what team you're grateful for!

ITEM # 801201-TOWL-THNK-1  
UPC 194381087160

## Snow Globe Terrible Towel®



The weather outside is frightful, but this Terrible Towel® is so delightful!

ITEM # 801201-TOWL-HOLI-GLOBE  
UPC 631237917856



*Sparkling snow!*

# 1978



The power of the Terrible Towel® is further validated when the Steelers defeat the Dallas Cowboys in Super Bowl XIII (35-31).

# 1979



The Steelers overcome the Los Angeles Rams to win Super Bowl XIV (31-19).

# 1980



The Terrible Towel® makes the first of many trips to the White House.

# Fan Favorites

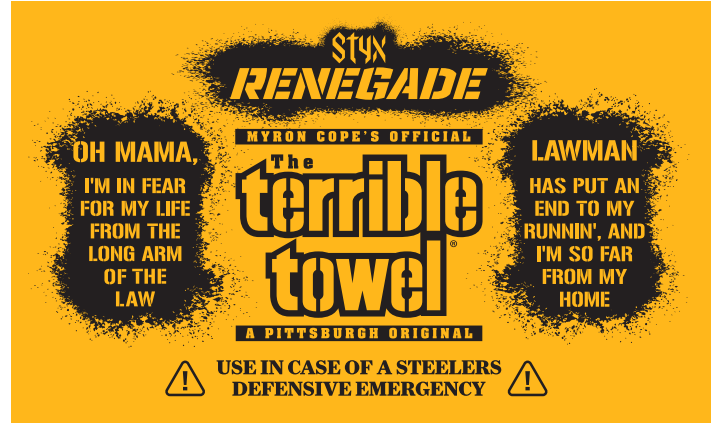
## Steel Beam Terrible Towel®



This Terrible Towel's bold colors and graphics show the strength of the Steelers' defense and Pittsburgh pride.

ITEM # 801201-TOWL-BEAM  
UPC 631237917306

## Renegade Terrible Towel® (RNGD)



Need a boost in the second half? This towel is sure to rally the crowd!

ITEM # 801201-TOWL-RNGD  
UPC 631237917597

## 6X Champs Terrible Towel®



Celebrate the Steelers dynasty with this colorful towel that commemorates all 6 Super Bowl Championships!

ITEM # 801201-TOWL-6X  
UPC 631237426488

## Got rings? Terrible Towel®

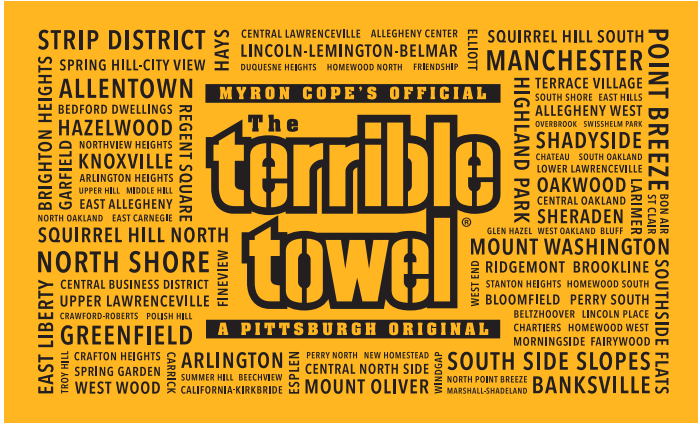


Got rings? We do! The power of the Terrible Towel® plus the power of 6 Super Bowl Rings!

ITEM # 801201-TOWL-RINGS  
UPC 631237917191



## Neighborhood Terrible Towel®



This Terrible Towel® celebrates what makes Pittsburgh great—our neighbors and 90 neighborhoods!

ITEM # 801201-TOWL-NEIGH  
UPC 631237917474

## Cityscape Terrible Towel®



This fan-sourced design honors Steelers superfans Rick and Susan Magee while showcasing our wonderful city.

ITEM # 801201-TOWL-CITY  
UPC 631237917818

# 1996

Myron Cope generously donates the licensing rights for the Terrible Towel® to the Allegheny Valley School.

# 2003



Steelers babies everywhere rejoice with the introduction of the Terrible Toddler Towel.

# 2004



Myron Cope broadcasts his last Steelers game. The Terrible Towel® that he used is later enshrined in the Pro Football Hall of Fame.

# 2005



The Steelers beat the Seattle Seahawks to win Super Bowl XL (21-10).

**MYRON COPE'S OFFICIAL**

The  
**terrible  
towel**®

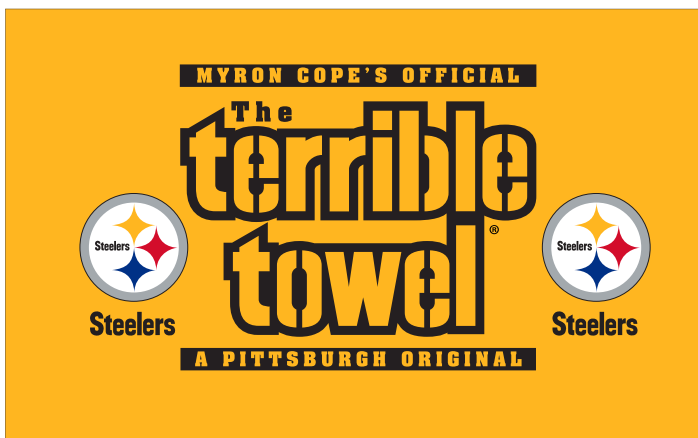
**A PITTSBURGH ORIGINAL**

## The Classic Gold Terrible Towel®

Everyone needs at least one of these classic Towels.

ITEM # 801201-TOWL-BASC  
UPC 631237561752

## Dual Logo Terrible Towel®



Go Steelers! Go Steelers! Two logos make this a Terrible Towel® for the ultimate fan.

ITEM # 01201-TOWL-DUAL-1  
UPC 631237916989

## Light Pink Terrible Towel® (PINK-2)



When you twirl this special Terrible Towel® it sends love out into the universe.

ITEM # 801201-TOWL-PINK-2  
UPC 63123917498



# Classic Terrible Towels®

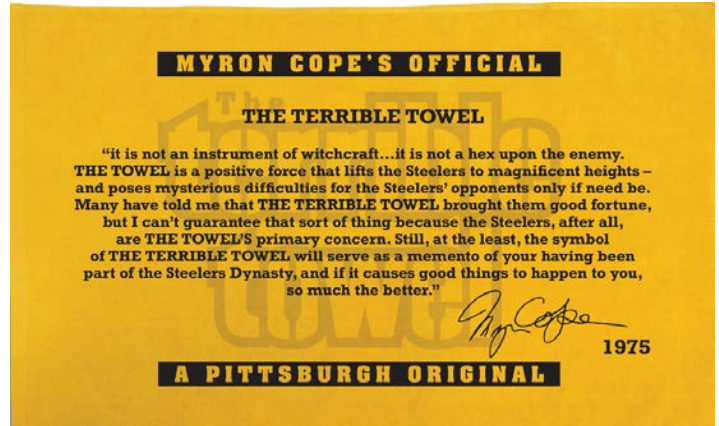
## Throwback Terrible Towel®



This is the original design featuring Myron's signature on a textured terry cloth.

ITEM # 801201-TOWL-THBK  
UPC 631237716671

## Cope Quote Terrible Towel®



This towel features a quote from the creator of the Terrible Towel®.

ITEM # 801201-TOWL-COPE  
UPC 631237917580



## Black Terrible Towel®

Mix it up with the gold lettering on a black background.

ITEM # 801201-TOWL-BLCK  
UPC 631237143262

# It's Game Day!

## Gold Color Rush Terrible Towel®



This Terrible Towel® features black and gold Steelers logos.

ITEM # 801201-TOWL-RUSH-G  
UPC 631237917825

## Auction Terrible Towel®



Grab a corner, any corner, and give it a twirl while cheering on the Black and Gold!

ITEM # 801201-TOWL-AUCTION  
UPC 194381180830

## Three Rivers Terrible Towel®



Usher in the next Steelers dynasty with the new stadium Terrible Towel®.

ITEM # 801201-TOWL-3RIVERS  
UPC 631237917641

## Acrisure Stadium Terrible Towel®



Usher in the next Steelers dynasty with the new stadium Terrible Towel®.

ITEM # 801201-TOWL-ACRI  
UPC 631237917887

# Need Some Bling?

## Gold Bling Terrible Towel®



Pour on the glitz just in time for the Steelers blitz! This amazing towel features more than 500 sparkling crystals.

ITEM # 801201-TOWL-GBLNG  
UPC 631237916842

## Black Bling Terrible Towel®



Bring out the black after a sack! This amazing towel features more than 500 sparkling crystals.

ITEM # 801201-TOWL-BLNG  
UPC 631237121017

## Pink Bling Terrible Towel®



For those games when you need a little extra glitz and glam! More than 500 crystals.

ITEM # 801201-TOWL-PBLNG  
UPC 194381191720

## 2008



The Steelers win Super Bowl XLIII, beating the Arizona Cardinals (27-23).

## 2009



The Terrible Towel® travels to the International Space Station with astronaut and Pittsburgh native, Mike Fincke.

## 2009



The Terrible Towel® is given a gift to dignitaries attending the G-20 summit in Pittsburgh.



# Celebrate Latin Heritage!

## Spanish Terrible Towel®



The Steelers Nation and the power of the Terrible Towel® know no boundaries with Spanish version.

ITEM # 801201-TOWL-SPAN-1  
UPC 631237917085

## Spanish Terrible Towel®



Celebrate el Día de los Muertos with this special Spanish version of the Terrible Towel®.

ITEM # 801201-TOWL-SPAN-2  
UPC 194381183404

# Camo Terrible Towels®

## Digital Camo Terrible Towel®



Back by popular demand! This digi-camo towel makes a great gift.

ITEM # 801201-TOWL-CAMO-1  
UPC 631237916880

## Black/Gold/White Camo Terrible Towel®



This is one camo that doesn't blend in. You'll be sure to stand out with this graphic Terrible Towel®.

ITEM # 801201-TOWL-CAMO-2  
UPC 631237916880

# Mom & Dad



Your hard-working Dad deserves this hard-working Terrible Towel®.

ITEM # 801201-TOWL-DAD-1  
UPC 631237917849

## #1 MOM Terrible Towel®



Who's the quarterback in your family? Treat Mom with this special towel.

ITEM # 801201-TOWL-MOM-1  
UPC 194381056449

## 2010



The "Terrible Towel® Twirl" is introduced at Heinz Field.

## 2011



The Terrible Towel® helps propel Hines Ward to his "Dancing with the Stars" Championship.

## 2012



The Terrible Towel® Wall is unveiled at Acrisure Stadium.

# Pet Collection

## Terrible Towel® Pet Reversible Bandana

This 2-for-1 bandana makes your dog or cat the most stylish furry fan. The reversible design allows you to dress up your pet for home and away games!

SIZES	UPC
XS 8-12"	631237917764
S 10-14"	631237917771
M 14-20"	631237917788
L 18-28"	631237917795
XL 22-30"	631237917801

ITEM #  
820601-TOWL-SIZE



## Terrible Towel® Pet Collar



Show off your pet's Steelers pride with this Terrible Towel® patterned pet collar. The adjustable plastic closure makes it easy to put on and find the perfect fit for your pet.

SIZES	UPC
SMALL 0.75" x 10-14"	631237121123
MEDM 0.75" x 14-20"	631237121116
LARGE 1" x 18-28"	631237121109

ITEM #  
8C20101-TOWL-SIZE

## Terrible Towel® Pet Lead



Your pet will have the most Steelers spirit in the neighborhood with this lead. Perfect for a pre-game walk or trip to the park, this durable lead will show that your pet is a Steelers Fan.

SIZES	UPC
SMALL 0.375" x 60"	631237121154
MEDM 0.75" x 60"	631237121505
LARGE 1" x 60"	631237121178

ITEM #  
8C20102-TOWL-SIZE



# Terrible Toddler

## Terrible Toddler Towel®



Towel-sized just for kids.

SIZE 9-12" x 12"  
ITEM # 801201-TOWL-TODD  
UPC 631237614557



## Terrible Toddler® Bib



Catch crumbs like a pro with this absorbent terry cloth bib.

SIZE 11" x 18"  
ITEM # 801201-TOWL-BIB  
UPC 631237149929

# 2015



The Terrible Towel® celebrates its 40th season with a special collectible "Fan Selected" Towel design.

# 2021



Duolingo employees march down Wall Street waving their Terrible Towels® to celebrate their IPO.

# Terrible Towel® Accessories

## Terrible Towel® Two-Sided Flag



This beautiful, high-quality flag is made of strong polyester and is printed on both sides. Double-stitched hems and brass grommets ensure this flag will wave proudly for years to come.

SIZE 3' x 5'  
ITEM # 801218-TOWL-BASC-1  
UPC 686699692940

## Terrible Towel® Face Coverings

These face coverings are up-cycled from authentic Terrible Towel® material, transformed to help keep Steelers nation strong and healthy.



UPC 631237917672  
SIZE 2" x 3.5"  
ITEM # 801212-TOWL-MASK



UPC 631237917719  
SIZE 2" x 3.5"  
ITEM # 801212-TOWL-MASK-BLCK



## Terrible Towel® Ornaments

Choose from a high-quality bronze or aluminum Terrible Towel® ornament to bring the Steelers spirit into your holiday decorations.



### Bronze

SIZE 2" x 3.5"  
ITEM # 801219-TOWL-BRON  
UPC 631237917696

### Aluminum

SIZE 2" x 3.5"  
ITEM # 801219-TOWL-ALUM  
UPC 631237917702



## Terrible Towel® Large Beach Towel

Show your Steelers pride at the beach or pool with this large plush cotton beach towel. These also make great banners at the game!

SIZE 30" x 60"  
ITEM # 801208-TOWL-BASC-2  
UPC 631237917139

# 2022



"Big Ben" Roethlisberger retires after 18 season with the Steelers.

# 2022



WTAE features Little Earth in their prime time special, "Chronicle: The Terrible Towel."

# 2022



The Steelers honor Franco Harris by retiring his number during the Immaculate Reception 50th anniversary celebration.



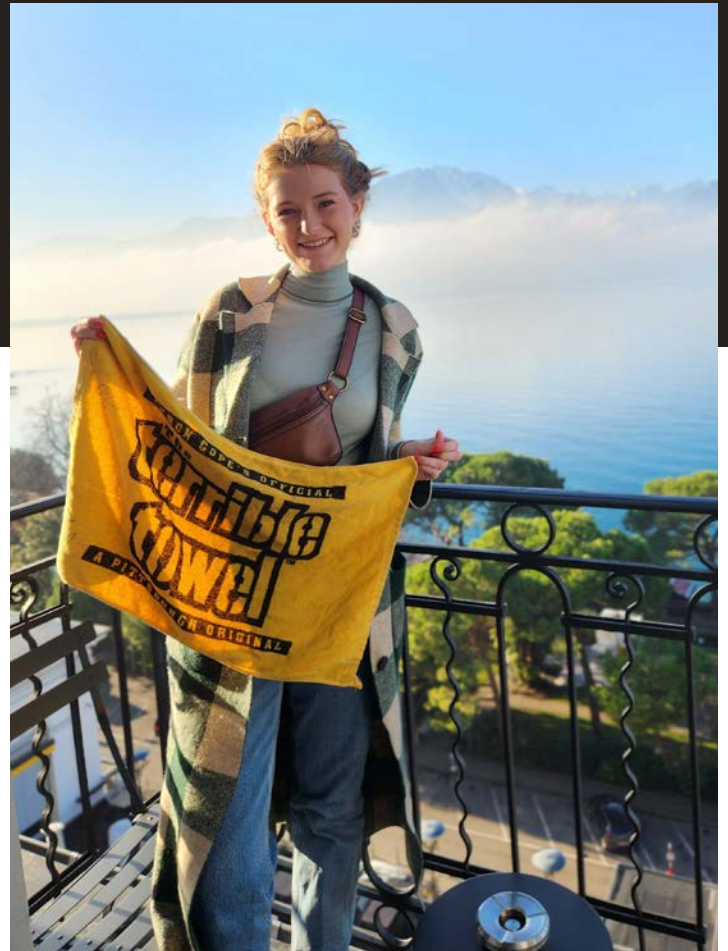
# The Terrible Towel® Goes Global

See where fans have proudly taken this iconic symbol, from ancient sites to remote landscapes. Join the journey, uniting Steelers fans worldwide!

## Stonehenge



## Switzerland



## The Great Wall of China



## London



## The International Space Station



## Hawaii



## Antarctica

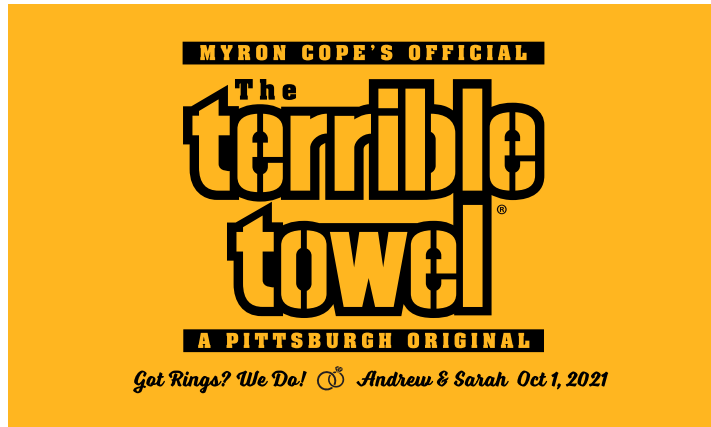
Little Earth Production's Patrick McLaughlin took a journey down to Antarctica on a 2023 National Geographic expedition.



# Custom Wedding Terrible Towels®

Who doesn't love a Terrible Towel®  
Twirl to cap off a celebration? Perfect  
for weddings, graduations, bar and  
bat mitzvahs, or any happy occasion!

## 4 Ways to Customize:



Minimum order **100 towels**  
Please allow **6 weeks** lead-time for production.  
*No commercial logos permitted.*

SIZE 25" x 15"  
ITEM # 801201-CUSTOM-BLANK



**OFFICIALLY LICENSED**  
The Terrible Towel  
Merakey Allegheny Valley School

A portion of the proceeds from the sale of all  
The Terrible Towel products benefits Merakey Allegheny  
Valley School, a private non-profit organization supporting adults with  
intellectual and developmental disabilities throughout Pennsylvania.  
For more information, visit [avs.merakey.org](http://avs.merakey.org)

The Terrible Towel® and other Terrible  
Towel® products are manufactured and  
distributed by Pittsburgh-based  
Little Earth Productions, Inc.  
Products are shipped and billed  
by Steelers Wholesale.

The Terrible Towel® is a registered  
trademark of the AVS Foundation.

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Phone: 412.471.0909 | Toll free: 1.800.832.6883 | Email: [orders@steelerswholesale.com](mailto:orders@steelerswholesale.com)