

2026 Catalog

L|E LITTLEARTH

The Terrible Towel®



A Pittsburgh Tradition



Myron Cope

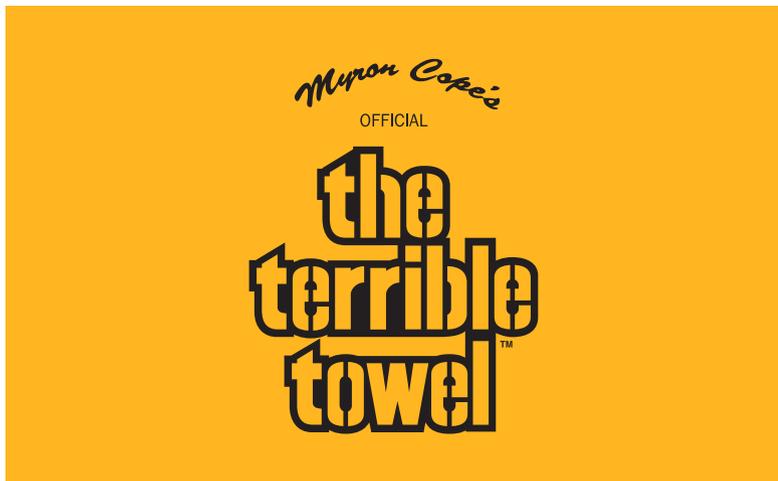
The Terrible Towel® had its beginnings in the mind of Pittsburgh sportscaster Myron Cope, who was asked by his employers at the radio station WTAE to come up with a “gimmick” for the 1975 AFC Playoff game against the Baltimore Colts. In the weeks leading up to the game, Cope confidently talked up the 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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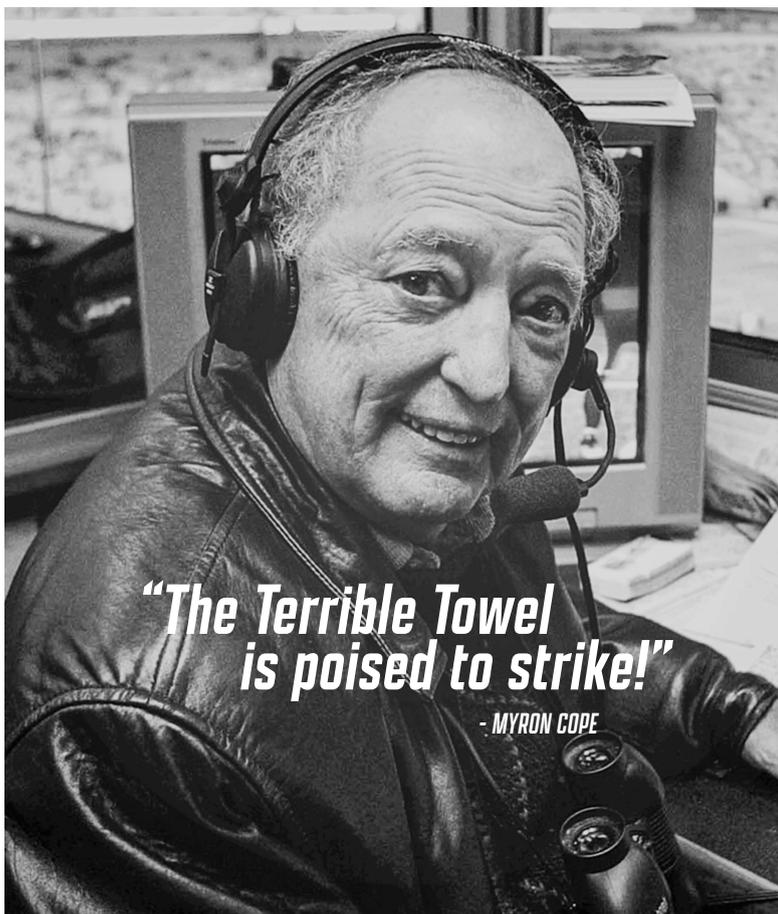
The Original



Throwback Terrible Towel®

This is the original Terrible Towel design, featuring Myron's signature and a more textured terry cloth.

Item: 801201-TOWL-THBK



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

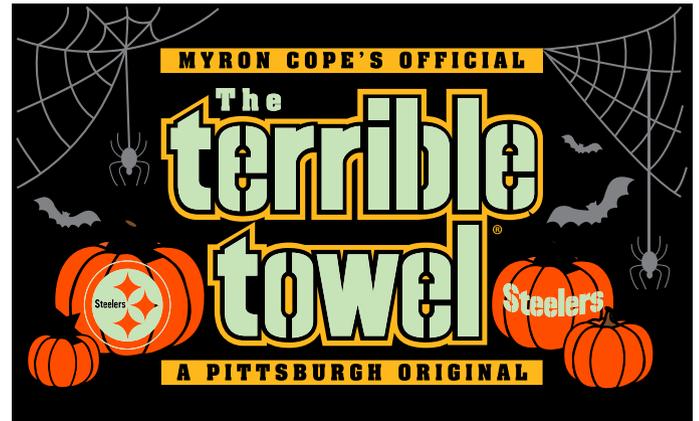
Glow in the dark!



Halloween Terrible Towel®

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

Item: 801201-TOWL-HALL-1



Halloween Glow in the Dark Terrible Towel®

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

Item: 801201-TOWL-HALL-GLOW



St. Patrick's Day Terrible Towel®

Summon the Luck of the Irish to power the Steelers to victory!

Item: 801201-TOWL-STPATS



Thanksgiving Turkey Terrible Towel®

This Thanksgiving towel is perfect for showing what team you are grateful for!

Item: 801201-TOWL-THNK-1

1978



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

NEW



Holiday Gnome Terrible Towel®

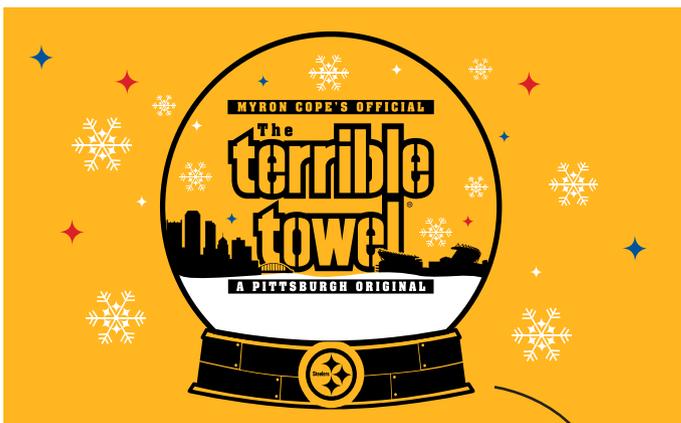
Gnomes bring good luck at just the right moment—wave this Terrible Towel® and let a little winter magic ignite momentum during the big game.

Item: 801201-TOWL-GNOME

1979



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



Snow Globe Terrible Towel®

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

Item: 801201-TOWL-HOLI-GLOBE



Sparkling snow!

1980



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

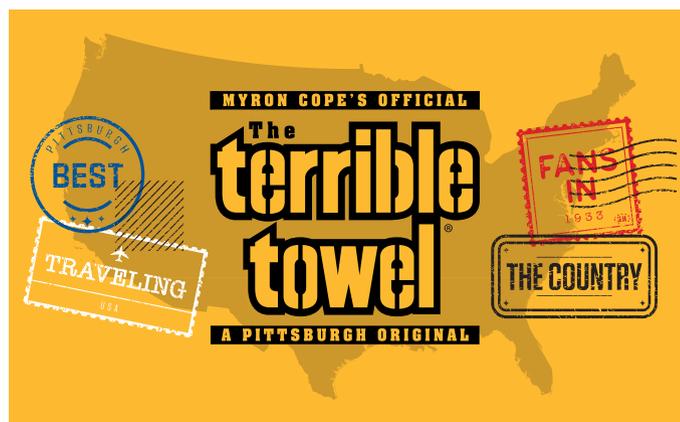
Fan Favorites



Renegade Terrible Towel® (RNGD)

Need a boost in the second half? This towel is sure to rally the crowd and give the Steelers that extra defensive edge!

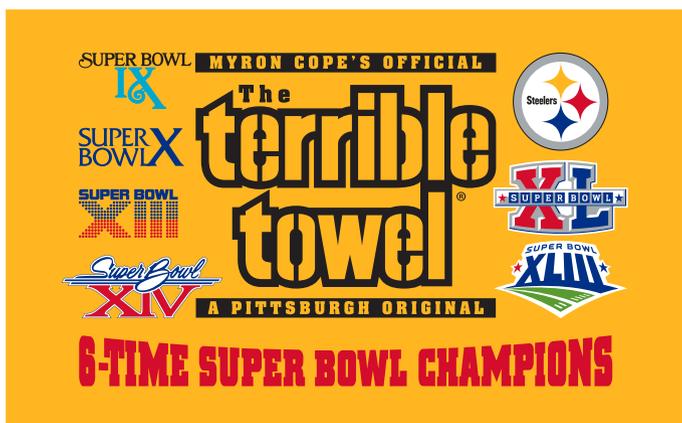
Item: 801201-TOWL-RNGD



Travel Terrible Towel®

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

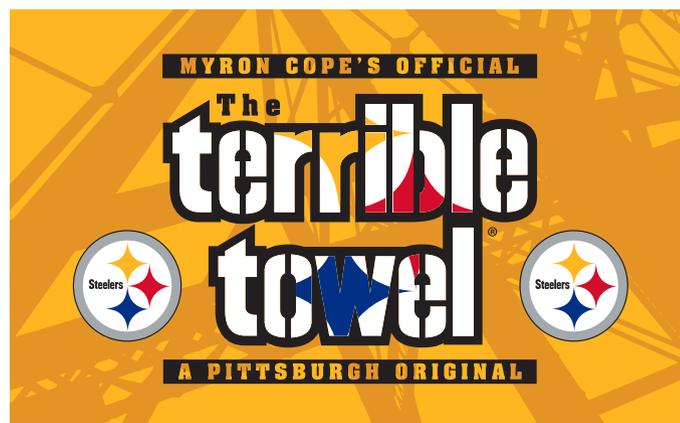
Item: 801201-TOWL-TRAVEL



6X Champs Terrible Towel®

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

Item: 801201-TOWL-6X



Steel Beam Terrible Towel®

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

Item: 801201-TOWL-BEAM

Classic Towels



The Classic Gold Terrible Towel®

Everyone needs at least one of these classic style Towels.

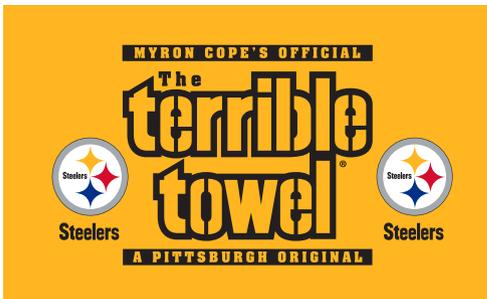
Item: 801201-TOWL-BASC



Black Terrible Towel®

Mix it up with this cool towel with gold lettering on a black background.

Item: 801201-TOWL-BLCK



Dual Logo Terrible Towel®

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

Item: 801201-TOWL-DUAL-1

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).

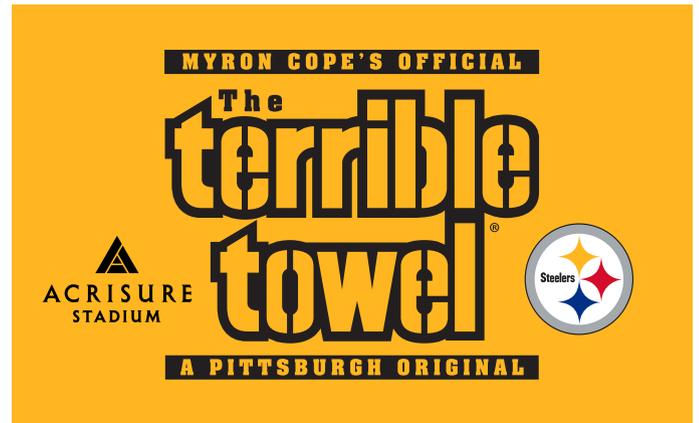
It's Game Day!



Steely McBeam Terrible Towel®

Strike fear in the opposition while you wave this Terrible Towel® featuring the Steelers mascot, Steely McBeam!

Item: 801201-TOWL-STEELY



Acrisure Stadium Terrible Towel®

Usher in the next Steelers dynasty with the Acrisure Stadium Terrible Towel®.

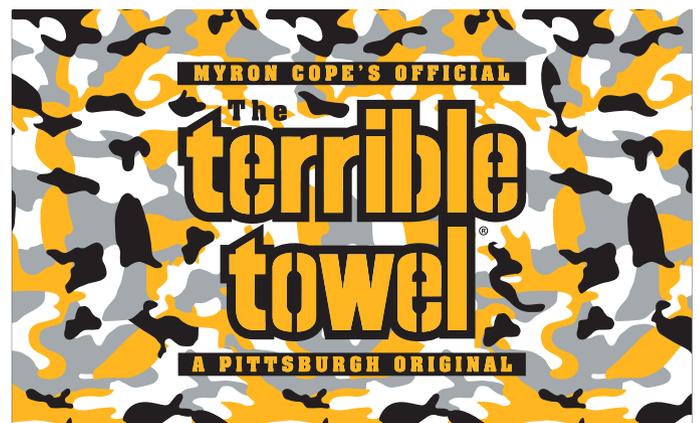
Item: 801201-TOWL-ACRI



Gold Color Rush Terrible Towel®

This Color Rush Terrible Towel® features two black and gold Steelers logos

Item: 801201-TOWL-RUSH-G



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

Bring The Bling

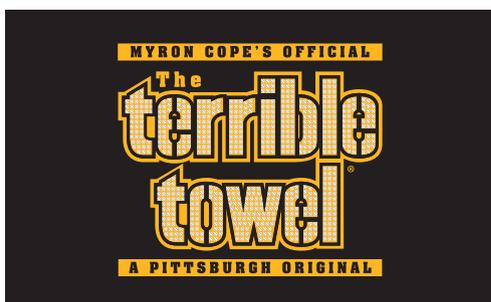


Sparkling Crystals!

Gold Bling Terrible Towel®

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

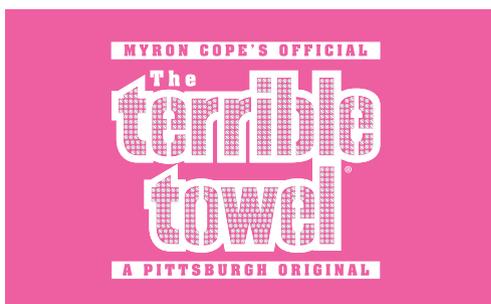
Item: 801201-TOWL-GBLNG



Black Bling Terrible Towel®

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

Item: 801201-TOWL-BLNG



Pink Bling Terrible Towel®

For those games when you need a little extra glitz and glam. This amazing towel features more than 500 sparkling crystals.

Item: 801201-TOWL-PBLNG

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 Our Female Fans



Women of Steel Terrible Towel®

Powerful, fierce, and strong as steel! Support our Women of Steel and wave with pride.

Item: 801201-TOWL-WOS



#1 MOM Terrible Towel®

For the quarterback in your family. Treat Mom with this special Terrible Towel®.

Item: 801201-TOWL-MOM-1

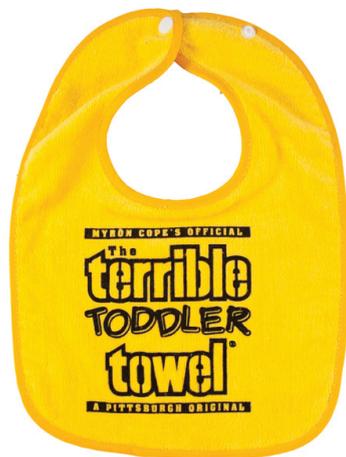


Light Pink Terrible Towel® (PINK-2)

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

Item: 801201-TOWL-PINK-2

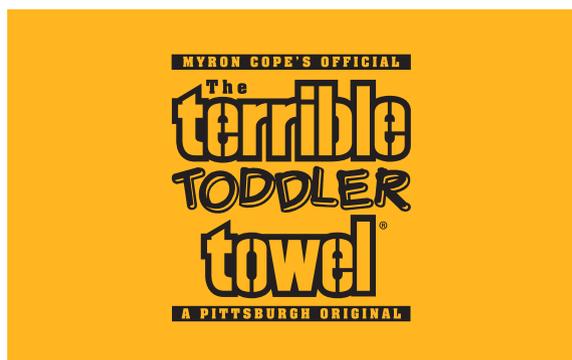
The terrible TODDLER



Terrible Toddler Bib

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

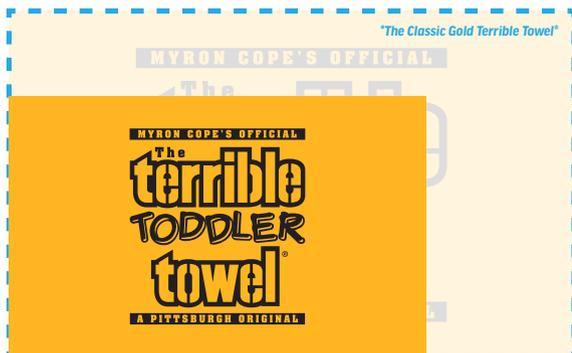
Size: 9"-12" x 12"
Item: 801204-TOWL-BIB



Terrible Toddler Towel®

Perfect for the future fanatic fan, this towel is sized just for kids!

Size: 18" x 11"
Item: 801201-TOWL-TODD



Perfect Size For
A Future Fan!

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.

It's a 'Burgh Thing.



The Terrible Towel® Two Sided Flag

This beautiful, high-quality flag is made of strong 100% polyester and is printed on both sides. double stitched hems and brass grommets ensure that this flag will wave proudly for years to come.

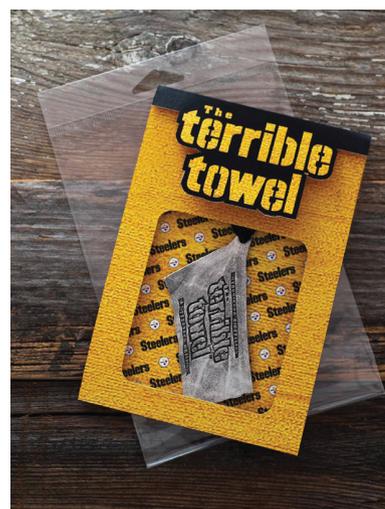
Size: 3' x 5'
Item: 801218-TOWL-BASC-1



The Terrible Towel® Bronze Ornament

This high-quality bronze Terrible Towel® ornament brings Steelers spirit to your holiday decorations.

Size: 2" x 3.5"
Item: 801219-TOWL-BRON



The Terrible Towel® Aluminum Ornament

Add some Steelers magic to your holiday decorations with this high-quality aluminum Terrible Towel® ornament.

Size: 2" x 3.5"
Item: 801219-TOWL-ALUM



The Terrible Towel® Beach Towel

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

Size: 60" x 30"

Item: 801202-TOWL-BASC-2

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.

2022



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

Pet Collection



The Terrible Towel® 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:

XS	8"-12"
S	10"-14"
M	14"-20"
L	18"-28"
XL	22"-30"

Item: 820601-TOWL-SIZE



The Terrible Towel® Pet Collar

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

Sizes:

- S 0.75" x 10-14"
- M 0.75" x 14-20"
- L 1" x 18-28"

Item: 8C20101-TOWL-SIZE



The 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 a trip to the park, this durable lead will show off your pet's Steelers fandom!

Sizes:

- 0.75" x 60"
- 1" x 60"

Item: 8C20102-TOWL-SIZE

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.

2025

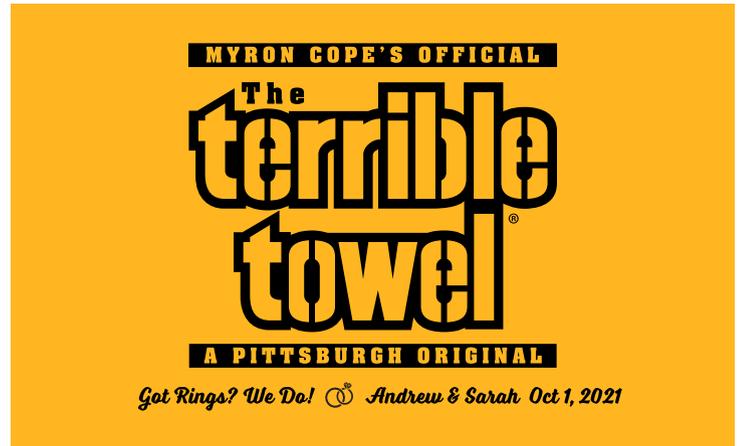
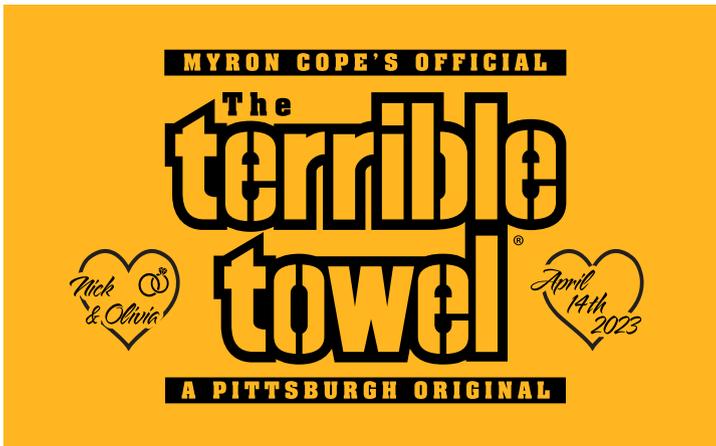


The Terrible Towel® turned 50 years old!

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.

Email orders@steelerswholesale.com for more details.

Nothing Says "I Do"

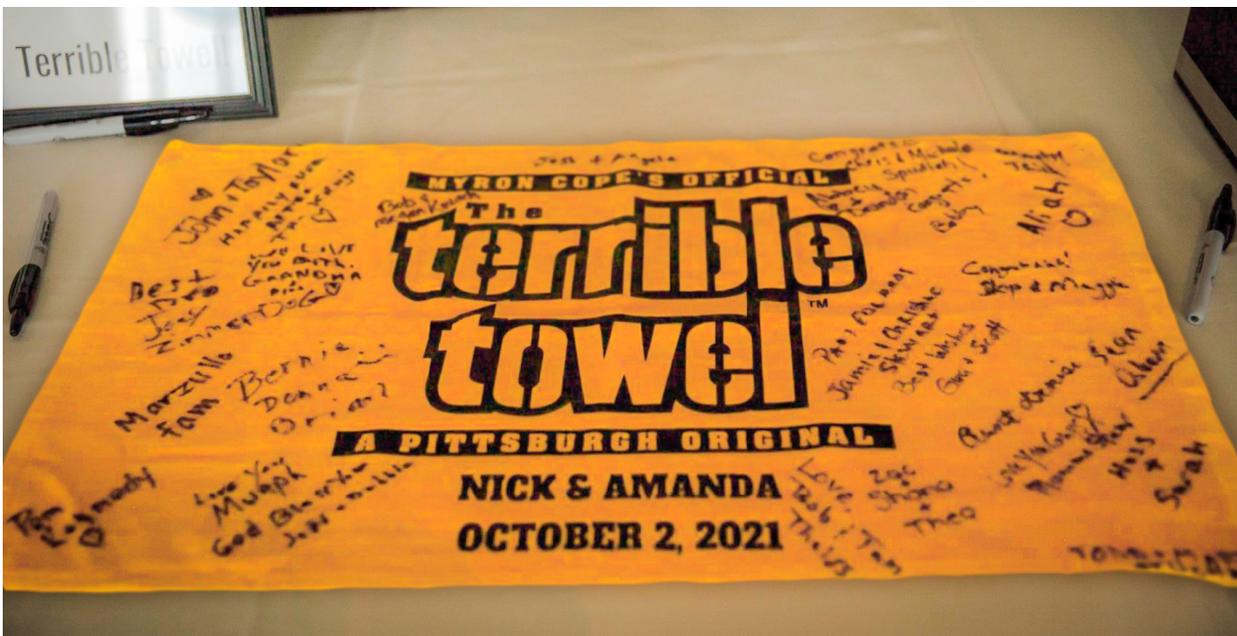
more than a custom Terrible Towel® including your names and wedding date.



Terrible Towels® for everyone!



Nick and Amanda wave the Terrible Towel® at their wedding



Unique Guestbook Keepsake

While Supplies Last!



Patriotic Terrible Towel®

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

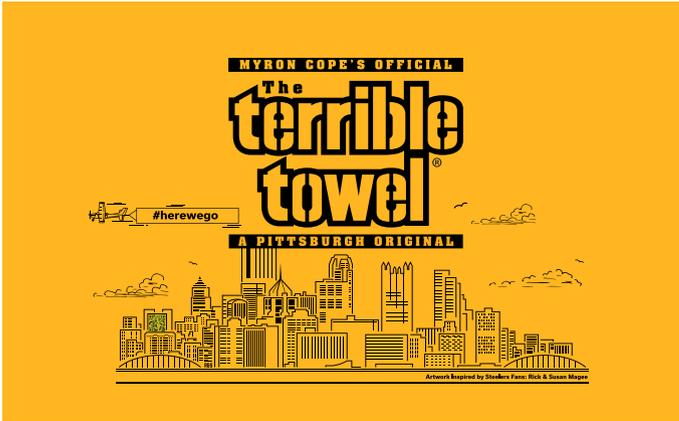
Item: 801201-TOWL-PATRIOT



Pumpkin Halloween Terrible Towel®

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

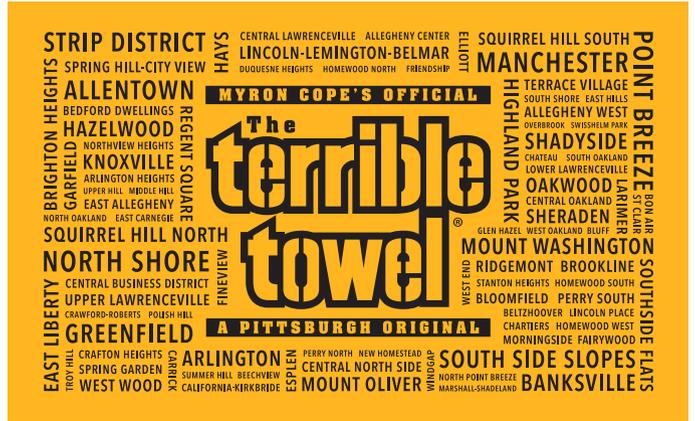
Item: 801201-TOWL-PUMPK



Cityscape Terrible Towel®

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

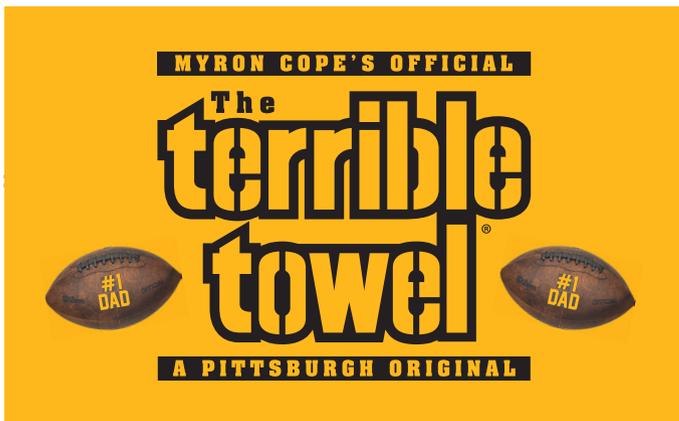
Item: 801201-TOWL-CITY



Neighborhood Terrible Towel®

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

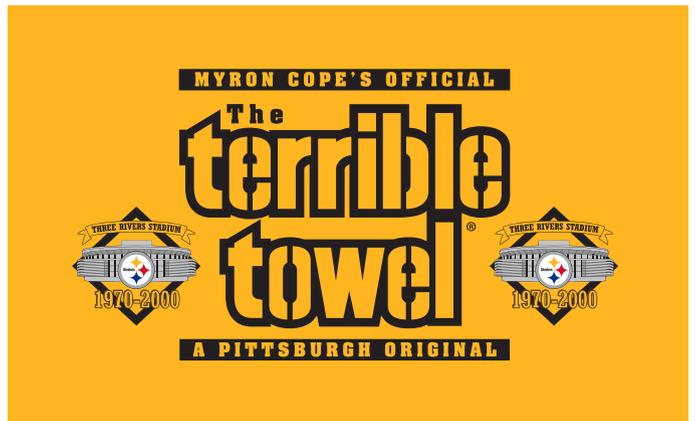
Item: 801201-TOWL-NEIGH



#1 Dad Football Terrible Towel®

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

Item: 801201-TOWL-DAD-1



Three Rivers Terrible Towel®

Go old-school with this Terrible Towel® featuring Three Rivers Stadium.

Item: 801201-TOWL-3RIVERS

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!



London



Travel Prepared

We want to see where you take the Terrible Towel®. Snap a photo and send it to info@littlearth.com for a chance to be featured in our next catalog!



Antarctica

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



La Boticella - Italy



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

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Products are shipped and billed by Steelers Wholesale.

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