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Arden Launches Heated Cushion Seat and Partners With USA Curling to Support Athletes' Families

In addition to launching the exclusive cushion, the Brand will provide travel support to Cortina for the families of Mixed Doubles Team Korey Dropkin and Cory Thiesse.

DETROIT--(BUSINESS WIRE)-- Leading outdoor furnishings brand [Arden](#), part of the [Central Garden & Pet Company](#) portfolio, today announced a new partnership with USA Curling aimed at ensuring athletes' families can support their competitors in comfort. The initiative pairs the launch of Arden's newly introduced heated, portable stadium cushions with travel assistance that helps ensure athletes' families can be present to cheer them on in comfort.

This press release features multimedia. View the full release here:
<https://www.businesswire.com/news/home/20260113491545/en/>

In addition to launching the exclusive cushion, Arden, a leading outdoor furnishings brand, will provide travel support to Cortina for the families of Mixed Doubles Team Korey Dropkin and Cory Thiesse.

Recognizing the vital role family support plays in elite competition, Arden's

partnership with USA Curling helps bring loved ones closer to life's most meaningful moments while keeping them warm in cold-weather sporting environments. In tribute to curling's deep-rooted spirit of community, Arden will support the families of Team USA athletes Korey Dropkin and Cory Thiesse as they travel to Cortina.

"Competing on the world stage is an incredible honor, and having my family there to cheer me on means everything," said curler Korey Dropkin. "I am so appreciative of our partnership with Arden, their desire to support our families' travel, and keep them warm and comfortable in the stands as they cheer for us on the big stage!"

Through both product innovation and direct family support, Arden aims to deliver both physical comfort and emotional connection, allowing athletes to draw inspiration from the presence of their loved ones in the crowd.

Arden's new heated stadium cushion is designed for families and fans who show up for their athletes through every long match and chilly sideline. Thoughtfully engineered for portability and warmth, the cushion delivers steady comfort so spectators can stay focused on the moment, not the cold.

The patent-pending design includes:

- Foldable, portable construction for easy travel
- USB-powered heating to deliver stadium-ready warmth (power bank not included)
- Patriotic American flag–inspired print and an easy-carry strap
- Durable, fade-resistant, and water-repellent materials
- Dimensions: 17.5" x 17.5" seat with a 17.5" back
- Storage pouch ideal for stadiums, tailgates, or backyard watch parties

“Family and community are fundamental to the sport of curling, and Arden’s support reflects those values beautifully,” said Dean Gemmell, CEO for USA Curling. “By supporting the families of Korey Dropkin and Cory Thiesse, Arden helps ensure their loved ones can be present on the Olympic stage, and we’re grateful for that.”

Since 1964, Arden Companies has been a leading manufacturer and marketer of outdoor cushions and pillows, continuing to innovate products that elevate everyday experiences—on and off the field.

Fans across the country can “sit like a champion” from home by purchasing the cushion for \$44.95, available on [Amazon](#). A customized “USA Curling” version can be purchased at www.usacurling.org, where proceeds go to support their mission to grow, strengthen and advocate for Olympic and Paralympic curling in the United States.

For more information on Arden’s partnership with USA Curling, or to shop the collection, please visit www.arden.shop.

ABOUT ARDEN COMPANIES

ARDEN Companies is America's premier manufacturer and marketer of outdoor cushions and pillows with a proven eCommerce track record, founded in 1964 and proudly designing all products in the USA. Known for its stylish, fade-resistant, and water-repellent products, Arden has been a staple in outdoor décor for decades. In 2017, ARDEN debuted a retail-ready outdoor cushion option, and in 2019, ARDEN joined the Central Garden & Pet family. You can shop the product line from www.arden.shop or visit [Lowe's](#), [The Home Depot](#), [Walmart](#), Target, and [Amazon](#). [@arden.outdoor](#)

ABOUT CENTRAL GARDEN & PET

[Central Garden & Pet Company](#) (NASDAQ: CENT) (NASDAQ: CENTA) understands home is central to life and has proudly nurtured happy and healthy homes for over 45 years. With fiscal 2025 net sales of \$3.1 billion, Central is on a mission to lead the future of the pet and garden industries. The Company’s innovative and trusted products are dedicated to helping lawns grow greener, gardens bloom bigger, pets live healthier, and communities grow stronger. Central is home to a leading portfolio of more than 60 high-quality brands including Amdro®, Aqueon®, Best Bully Sticks®, Cadet®, C&S®, Farnam®, Ferry-Morse®, Four Paws®, Kaytee®, Nylabone®, Pennington®, Sevin® and Zoëcon®, strong manufacturing and distribution capabilities, and a passionate, entrepreneurial growth culture. Central is based in Walnut Creek, California, with more than 6,000 employees primarily across North America. Visit www.central.com to learn more.

ABOUT USA CURLING

Founded in 1958 and headquartered in Eden Prairie, Minnesota, [USA Curling](#) is the National Governing body for the Olympic sport of curling and the Paralympic sport of wheelchair curling in the United States. The mission of USA Curling is to grow, strengthen, and advocate for the Olympic and Paralympic sport of curling in the United States by prioritizing accessibility and programmatic development from grassroots to podium. USA Curling is sponsored by Columbia Sportswear, the Dale's family of beers, Twin Cities Orthopedics, Training HAUS, Ice, Sports & Solar (ISS), Rock Solid Productions, Jet Ice, and Laurie Artiss. USA Curling is a proud member of World Curling and the United States Olympic & Paralympic Committee. To learn more, visit [usacurling.org](#).

[LINK TO PHOTOS](#)

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