

Coca Cola Sponsoring the Slammy Awards and Tribute to the Troops

<http://411mania.com/wrestling/wwe-news-company-scores-major-sponsorship-signs-new-toy-deal/>

That's big. Like that's REALLY big. Coca Cola is one of the biggest brands in the world and having them say WWE is worth sponsoring is a hugely positive sign for WWE going forward. That means some serious advertising money coming in from more companies that want to be part of WWE because it's worth the investment. Raw may be boring these days, but if it gets them stuff like this, that's not going to change anytime soon.