

PRESS RELEASE



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CORE POWER HIGH PROTEIN SHAKES ANNOUNCED AS TITLE SPONSOR OF IRONMAN 70.3 LUBBOCK

The Sports Nutrition Brand Rekindles Affiliation with Endurance Athletes

Chicago, IL – March 8, 2019 – [fairlife, LLC](#), the makers of [Core Power® high protein shakes](#) for athletic recovery, announced today an exclusive sponsorship between Core Power and IRONMAN® 70.3 Lubbock, the iconic triathlon race to be held in Lubbock, Texas on June 30, 2019. As the title sponsor of the IRONMAN 70.3 Lubbock race, Core Power will also host the official sports & fitness expo held in conjunction with the event.

“We think it’s great to come full circle like this,” said Anders Porter, Vice President of Communications at fairlife, LLC. “When Core Power was in its infancy, before it could be found on the shelves of major retailers and convenience stores, we were focused on the endurance athlete. It had a great following amongst triathletes, runners and cyclists, who turned to our delicious high protein recovery shakes after completing their physically demanding races. We first appeared on athletes’ radar screens by connecting with them at races everywhere, where we sampled our flavors and handed out bottles at the finish line. So, it really makes sense to once again team up now that the brand has grown. IRONMAN has done an incredible job with creating a platform that encourages individuals to push their limits, set and pursue high fitness goals, and live life to the fullest, all of which are things we value greatly as well. We’re thrilled to be the title sponsor for the Lubbock, Texas race.”

Viewed by many as the ultimate competition, IRONMAN 70.3 is a long-distance triathlon race organized by the World Triathlon Corporation in different countries. The race covers 70.3 miles of tough terrain and challenging courses, which includes swimming, biking, and running. Participating triathletes in Lubbock will be treated to ice cold bottles of Core Power protein shakes at the finish line. The lactose-free sports nutrition drink is fueled by high-quality dairy protein from fairlife® ultra-filtered milk, which naturally contains whey and casein proteins, two nutrients with the amino acid profile needed to support post workout recovery while building and repairing lean muscles.

“After swimming a 1.2 mile out and back course in Lubbock’s Historic Dunbar Lake, overcoming an arduous bike course set around the scenic Yellow House Canyons, and running through a double loop course on the Texas Tech campus, the competitors will need all the protein they can get to replenish their bodies,” added Marti Greer, Race Director at IRONMAN 70.3 Lubbock. “We believe in Core Power and its commitment to deliver a delicious sports drink with the minerals essential for this crowd of athletes. We couldn’t think of a better way to renew our partnership with the brand than featuring the great tasting beverage as the official protein drink at 70.3mile-long race.”

For more information about Core Power®, please visit [corepower.com](#). To learn more about the Core Power IRONMAN 70.3 Lubbock or to register for one of its races, please [IRONMANLubbock.com](#).