



PRESS RELEASE

For Immediate Release

Contact:

Gary Ferman, Specialty Sports

(954) 558-5203

FITTEAM TO BE TITLE SPONSOR OF THE NEW PALM BEACHES MARATHON

Palm Beach Gardens Company Teams Up With Event Which Returns December 1-3

FITTEAM, a Palm Beach Gardens based healthy lifestyle company, has signed a three-year agreement to become the title sponsor of The Palm Beaches Marathon, a race recently acquired by Ken Kennerly's K2 Sports Ventures.

The FITTEAM Palm Beaches Marathon will return to the streets of Downtown West Palm Beach December 1-3, 2017.

"We are excited to add FITTEAM as the title sponsor of The Palm Beaches Marathon team which is creating a special weekend running experience," said Kennerly, who also is the Executive Director of The Honda Classic, a PGA TOUR tournament held each February at PGA National Resort & Spa. "There is a great synergy between FITTEAM and our event. They are a company all about wellness and that matches what running in a Marathon, Half Marathon, 5K and other races is all about.

"Our strategy is to create a three-day weekend experience for runners and their families to come and enjoy everything we have in Palm Beach County with the Sunday marathon as the anchor of the weekend. We hope to bring in Fireworks and entertainment that will differentiate this race from any other."

FITTEAM FIT is a great tasting, all-natural beverage with a revolutionary blend of ingredients that can boost energy, lift moods, help control appetite and aid in fat loss. It is the first beverage of its kind that is organic, non-GMO, gluten free, lactose free, soy free, vegan and kosher and is packaged in individual stick packs for convenient use.

FITTEAM LEAN is a vanilla-flavored, plant-based protein powder that can promote lean muscle development, support a healthy metabolism, aid in weight management, increase energy and boost stamina. It also is packaged in individual stick packs for a post workout beverage or snack on the go.

"FITTEAM Global is excited to become the Title Sponsor of the legendary marathon in our hometown," said FITTEAM Global CEO Chris Hummel. "The Palm Beaches is home to our FITTEAM headquarters and the opportunity to partner our growing brand with this event is very special. We look forward to a world class event that showcases the FITTEAM brand while encouraging fitness, health and wellness for all."

K2 Sports Ventures acquired ownership of the former Eau Palm Beach Marathon & Run Fest from the Chamber of Commerce of the Palm Beaches last year and is deep into plans for December's revival with the goal of staging one of the country's top destination races. Kennerly has partnered with sports event veteran John Mathews of Sunshine State Races to produce the race. Mathews has 30 years of experience in sports marketing and has been staging distance races for more than a decade including the Amica Ironman 70.3 and United Healthcare Marathon in Rhode Island, the Turning Stone Races in New York and the Fort Myers Marathon each November on the Southwest coast of Florida.

The goal is to continue to take advantage of the picturesque setting that the water views along Flagler Drive in Downtown West Palm Beach provide and innovate with fresh ideas that will enhance the quality of the race and spectator experience.

"We are also looking forward to hosting FITTEAM affiliates from across the country, making the race event part of their December meeting in West Palm Beach," Mathews said. "Growing the economic impact from the Marathon is certainly a goal for us moving forward."

For more information on The FITTEAM Palm Beaches Marathon, visit palmbeachesmarathon.com. In-season registration is open through October 31 at \$100 for the Marathon, \$80 for the Half Marathon and \$35 for the 5K. Prices then increase an additional \$5 through race week.