



# MOUNT DESERT ISLAND MARATHON



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## FOR IMMEDIATE RELEASE

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### **180 Energy Drink, named title sponsor of the Mount Desert Island Marathon**

(MOUNT DESERT ISLAND, MAINE) - The Mount Desert Island Marathon (MDI) is pleased to announce that 180 All-Natural Energy Drink is the new title sponsor of the event, which is known for its natural beauty. With the increasing consumer demand for all-natural products and the energy drink segment continually on the rise, 180 All-Natural Energy leads the category and breaks through the clutter as the first nationally distributed all-natural energy drink.

"180 energy drink also sponsors a running team so it is a natural fit to bring them onboard as our appreciated title sponsor," explained MDI Marathon race officials. Jeff Bockhorn, team captain of the 180 runners said, "We have people on our team that range from the Olympic caliber to the 'just finish' runners. One of our team-members, Mark Oppenheim, ran MDI last year and he raved about how tough and scenic the course was and when our team contacted race officials they welcomed us," explained Mr. Bockhorn. "One thing quickly led to the next and 180 All-Natural Energy Drink is thrilled to be named MDI's new title sponsor! We feel our product has a great synergy with Mount Desert Island and we are grateful for the generous partnership offered by this prestigious event and accepted by our company." Both Mr. Bockhorn and his wife, Joanne, will be running the MDI Marathon. When asked about his expectations, he quickly replied, "I'm not the competitive one on the team. I've never been to Maine, but I'd sure like to run next to the ocean."

### **180 All-Natural Energy Drink line features three distinctive products.**

180 Red, features the goji berry, which are nutritionally rich and have one of the highest antioxidant levels of any fruit. Legend has it that ancient Tibetan tribes relied on goji berries to give greater energy levels and stamina, stimulate rejuvenation and increase spirit and optimism. 180 Red a refreshing blend of natural goji and cherry juices. The treasured goji berry, has been used by herbalists for over 6,000 years to increase stamina and fortify the immune system.

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180 Blue, features the acai berry (pronounced ah-sigh-ee) has a subtly sweet berry and grape flavor, which is the result of the acai berry, red grape, and blueberry juices. Acai is an antioxidant rich berry that grows wild in the Brazilian Amazon and is considered to be one of the top super foods in the world. Acai is a small, dark, purple fruit from the palm berry tree. The acai berry is rich in poly phenols, B vitamins, minerals (particularly iron), fiber, proteins and omega-3 fatty acids.

180 Orange, is a luscious blend of natural orange juice combined with the exotic yumberry, a highly nutritious fruit known to help fight free radicals that has been harvested in China for over 5,000 years. Contains a natural form of caffeine called guarana.

For more information or to become a retailer of 180 All-Natural Energy Drink, visit [www.180.com](http://www.180.com)

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