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ROCKIN' REFUEL® KICKS OFF YEAR TWO AS OFFICIAL PROTEIN BEVERAGE OF WARRIOR DASH

The Protein Milk Beverage to Fuel Athletes of the World's Largest Obstacle Race Series

[February 10, 2016] Phoenix, Ariz. – [Rockin' Refuel](#)® from Shamrock Farms is proud to be back for a second year as the Official Protein Beverage of the Warrior Dash, the World's Largest Obstacle Race Series. Rockin' Refuel helps athletes of all levels reach their goals, and will be at Warrior Dash finish lines from coast to coast to help celebrate the accomplishment of completing the muddy, challenging and fun obstacle course. Immediately following the race, participants can look forward to grabbing a protein-packed milk beverage with up to 30 grams of protein, the perfect choice to help build and rebuild muscles.

"We're thrilled to be back! The Warrior Dash partnership is a natural fit and allows us to reach active men and women who are looking for a fun, but challenging workout and are in need of a healthy way to get protein for their muscles," said Blake Atkinson, Director of Brand Management for Rockin' Refuel. "We've established a loyal following through our first year sponsoring the Warrior Dash, and are looking forward to spreading the word about our great tasting protein drinks even further this year."

In 2015, Rockin' Refuel powered more than 375,000 Warriors and spectators by providing the high quality protein necessary to fuel their muscles throughout the 5K course, which includes obstacles such as climbing 20-foot walls, jumping over fire, crawling under barbed wire and crossing mud pits.

This year, look for Rockin' Refuel at the finish line of more than 15 Warrior Dash races nationwide. In addition to arming Warriors with the protein they need for their muscles through sampling, the brand will unveil a new finish line experience, continue to offer highly visual photo opportunities, host a sweepstakes with exciting prizes for using the hashtag #RockinWarrior and support Warrior Dash's pledge to St. Jude Children's Research Hospital.

"We saw a lot of excitement about Rockin' Refuel's protein drinks last year," said Alex Yount, Warrior Dash Sponsorship Senior Manager at production company Red Frog Events. "They've been a great partner and we're looking forward to having them back, and know our athletes will be too because they love the taste and the natural protein that Rockin' Refuel offers!"

Rockin' Refuel is available in specific formulations for muscle recovery and muscle building. It's one of the only drinks in the category that delivers protein in a great tasting beverage that's made with pure, fresh milk. You can find Rockin' Refuel in the dairy case at stores nationwide.

Get ready to become a #RockinWarrior this year - the 2016 Warrior Dash season is here! Visit <http://rockinrefuel.com/events/> to find a complete schedule of races near you. For more information on Rockin' Refuel's full product portfolio, visit RockinRefuel.com, www.facebook.com/RockinRefuel and follow us [@RockinRefuel](https://twitter.com/RockinRefuel).

About Shamrock Farms: Shamrock Farms, one of the largest family-owned dairies in the country, manufactures the brand's Rockin' Refuel, protein-fortified flavored milk and Shamrock Farms mmmilk, which can be found in over 35,000 SUBWAY®, Arby's and Wendy's restaurants nationwide. The Rockin' Refuel product portfolio includes Muscle Recovery®, designed to maximize rebuilding muscles after working out and Muscle Builder® and Lean Builder®, designed to build muscle with high protein and low carbohydrates. Headquartered in Phoenix, Shamrock Farms has its own farm hosting a herd of more than 10,000 cows, and was founded in 1922 in Tucson, Arizona. For more information, visit www.rockinrefuel.com or go to [Facebook/Rockin Refuel](https://www.facebook.com/RockinRefuel) or [@RockinRefuel](https://twitter.com/RockinRefuel).

About Warrior Dash: Warrior Dash is the 5K obstacle course race that anyone can start and everyone can finish. Since 2009, over 2.5 million participants have celebrated their decision to leave their normal weekend in the mud - and the running industry hasn't been the same since. To date, Warrior Dash participants have fundraised over \$12.5 million for St. Jude Children's Research Hospital. Visit www.WarriorDash.com to learn more or find a location near you.

About Red Frog Events: Red Frog Events is an event production company and pioneer of the experiential entertainment industry, recognized for its award-winning company culture. Since 2007, the company has developed innovative brands including the Warrior Dash obstacle race series, Firefly Music Festival, and Chicago Beer Classic. Red Frog also provides event services ranging from food and beverage to its ticketing platform, EventSprout. Red Frog has been named one of Forbes' "Most Promising Companies in America", has appeared consecutively on Inc. Magazine's "Fastest Growing Companies" list, and was recognized on Chicago Tribune's "Top Workplaces" from 2011-2014, among other honors. In recognition of its philanthropic efforts, the company was selected as St. Jude Children's Research Hospital's "Corporate Partner of the Year" and to date has raised over \$12.5 million of a \$25 million dollar fundraising commitment. Visit RedFrogEvents.com for more information.