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FitFul and Bigwig Races Announce Partnership

FitFul to deliver post-race nutrition to participants of the inaugural Double 5K

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Bigwig Races, a Colorado Springs based producer of top-notch 5K and 10K races, announced today that all participants of the Double 5K will receive a FitFul™ Race Day pack as a part of their registration.

"We are always excited to see new races adopt our FitFul™ Race Day pack as their preferred post-race nutrition solution for their participants," said Matt Nelson, CEO of FitFul Inc. "Our mission is to provide athletes of all levels with the nutrition they need and deserve at the right time. Our focus is on food safety, quality and convenience. Bigwig Races understands the importance of providing athletes with the best race experience, which includes post-race recovery and nutrition."

FitFul™ Race Day meal packs are designed to provide athletes with the optimal combination of macronutrients (proteins, carbs, and fats) and micronutrients (vitamins, minerals, and trace elements) from a savory and natural food source. Consuming a balanced meal immediately after strenuous exercise has been shown to aid recovery and improve the sense of well-being. FitFul™ meals are conveniently delivered in sealed recycled containers, assuring food safety and protecting content from the elements and pollutants sometimes present at the traditional post-race buffets (sweat, insects, heat, etc.).

The Double 5K, a unique opportunity to run one or two 5K races in the same day, is open to serious runners, walkers, teens, and families alike. Prizes will be offered for first, second and third place finishes. Additionally, the race is sanctioned by USA Track & Field and will be chip-timed. Complete race information and registration for the race is available at Double5K.com

About Bigwig Races

Bigwig Races LLC was formed to create valuable sponsorship and promotional opportunities for businesses of all sizes by professionally producing 5K and 10K races. The Bigwig Races model ensures that every race is effective, both as a promotional vehicle and as a competitive sporting event to support community fitness. We leverage years of experience in advertising, publishing, process improvement, accounting, sales, event planning, and project management. Our principals also enjoy running in local and regional races and have participated in hundreds of races, some as a sponsored athlete. Complete information about Bigwig Races is available by calling (719) 362-3306 or by visiting bigwigraces.com

About FitFul

FitFul delivers science-based, nutritionally sound, ready-to-eat meal packs designed for use by athletes immediately after sporting events ranging from 5K races to Ironman triathlons. Our products are delivered in environmentally friendly, recycled containers at the finish line and can be enjoyed immediately to start the recovery process while enjoying a tasty, natural meal. Our meal packs are designed for various events and combine the optimal ratio of macro and micro nutrients with the convenience of long-lasting, portable source of energy. To find out more, please visit fitful.com

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