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American Cycling Association and Mix1 Team Up

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For Immediate Release - July 13, 2011
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The American Cycling Association (ACA) is proud to announce that mix1 has been named as Official Protein & Recovery Shake Sponsor. Boulder-based, mix1, makers of the mix1 all-natural protein shakes, has made a substantial commitment to the ACA in the forms of sponsorship and in-kind support for the ACA's Junior Development Program. "We are very glad to welcome mix1 to our organization," said Chris McGee, ACA Executive Director. "The mix1 product is fantastic and the company's commitment to local cycling is incredible. With this new partnership, we can continue to support junior cycling and also provide healthy, functional nutrition in the form of protein and recovery shakes at junior races and camps."

Peter Archer, mix1's Colorado Market Manager, is also enthusiastic about this new partnership. "We are proud to support the ACA, an organization which provides competitive events for thousands of Colorado racers. Our philosophy here at mix1 is pretty simple: we only create products with all-natural, high-quality ingredients that are truly functional. We believe all-natural products are better than artificially enhanced ones. Our overall goal as a company is to promote athletic performance and overall health, be an asset to our community and improve people's lives. With our commitment to local teams, clubs, races, and development events, supporting the ACA is a perfect fit and one that is absolutely in line with our mission as a company."

The American Cycling Association (ACA) is a 501 (c) 3 non-profit sporting organization that sanctions most road and cyclocross racing in Colorado and southeast Wyoming. The mission of the ACA is to expand and develop the sport of amateur bicycle racing in the Rocky Mountain region while ensuring quality experiences for all involved. For more information, please see www.americacycling.org.

For more information on mix1 please visit www.mix1life.com ###

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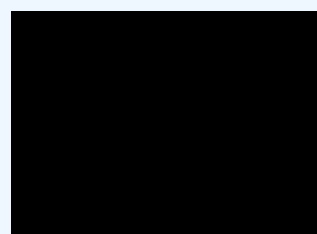
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