

FOR IMMEDIATE RELEASE

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Epsom Salt Sports Brand Partners With Major Athletic Trainers Foundation
Pepsom Sports Supports Pro Athletic Trainers, Athletes and even Olympians

MIAMI, FL, August 30, 2016 -- Pepsom Sports: The Original Sport Soak®, a brand of the Pepsom Group, has become the official Affinity Partner of the National Athletic Trainers' Association Research and Education Foundation (NATA Foundation) to [support athletic trainers](#) and provide a new recovery tool for their training rooms.

[This partnership](#) will introduce the benefits of Pepsom Sports Epsom salt soaking aid to the NATA's 43,000 members, which include athletic trainers who provide preventative services and rehabilitation of injuries to athletes of pro, collegiate and secondary schools.

Pepsom Sports' formulas contain magnesium sulfate (Epsom salt), with multiple benefits including [soothing sore muscles](#), reducing inflammation and revitalizing the body. This mineral is blended with 100 percent natural ingredients including [spearmint and wintergreen](#), which are known for having anti-spasmodic, antiseptic and calming properties. This soaking aid boosts recovery and helps reduce the risk of minor sports-related injuries.

"We're very proud of our partnership with this prestigious organization because we are helping athletes to recover faster and supporting athletic trainers who deserve to be recognized for their contributions to their athletes' impressive accomplishments," said John E. Brown III, President of the Pepsom Group. "We've also updated our packaging to feature the NATA Foundation logo to further highlight our relationship with the NATA Foundation."

A local sports marketing agency, 3Saws Interactive (3SI), facilitated the partnership. As a distributor, 3SI is already shipping Pepsom products nationwide to professional teams and athletic trainers. A portion of the sales to NATA members will be given back to the NATA Foundation to further their mission of supporting and advancing the athletic training profession through research and education.

Even before this partnership, pros in the sports industry have been soaking in Pepsom Sports. The products are endorsed by Ron Culp, three-time "NBA Trainer of the Year" and retired head trainer of the Miami Heat, who also recommended the ingredients. Adam Wright, three-time veteran of the U.S. Olympic Water Polo team, brought cases of the product to the 2012 London Olympics. Just a few weeks ago, another former Olympian, Olympic Torchbearer Paul Becskehazy (President and head coach of the Miami Beach International Water Polo Club and former head coach of the Florida International University Water Polo Club since 1995) recovered with a soak after running through the streets of his hometown, Rio, with the flaming torch.

About the Pepsom Group: The Pepsom Group was launched in 2007 as the first national brand of Epsom salt blends targeted for first aid and sports. The Pepsom Group has received multiple awards and achievements, including graduating from the Goldman Sachs 10K Small Businesses Initiative in 2015, being a finalist in the Walgreens 2015 Capacity Building Growth Initiative and receiving "Emerging Business of the Year" in 2011 by the Greater Miami Chamber of Commerce. Their products are now sold by 23 retailers in more than 10,000 stores nationwide and at major online retailers. For more information, visit <http://www.pepsom.com>.

About the National Athletic Trainers' Association Research and Education Foundation: The current NATA Foundation was incorporated in 1991 and established with grants from Johnson & Johnson and the NATA, an association of over 43,000 members worldwide. During the past 25 years, the NATA Foundation has awarded more than 260 research

grants totaling more than \$4 million dollars and awarded almost \$3 million to 1,490 students through their scholarship program. For more information, visit <http://natafoundation.org/>.

About 3Saws Interactive: 3SI is a progressive sales and distribution company for athletic equipment and products for the training room. Based in Miami, 3SI merges innovative technology with the traditional, bridging the gap between brands and new technologies to improve athletic training everywhere. <http://www.3sawsinteractive.com/>.

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Photo Previews:



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