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MEDIA RELEASE

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HEADLINE: Leading Australian sports nutrition provider prepares to fuel runners for the 2023 Sydney Marathon

Fixx Nutrition, the Burleigh Heads manufacturer of all-natural, functional nutrition solutions is looking forward to providing the course hydration for the thousands of participants taking part in the 2023 Sydney Marathon presented by ASICS, taking place on Sunday 17th September 2023.

Founded in 2017 by keen athletes Michelle and Jan Buchegger FIXX Nutrition draw on 20 + years of experience in food manufacturing to research and explore innovative ideas to resolve cramping and provide nutrition for endurance athletes.

Fixx Nutrition Co-founder, Michelle Buchegger is excited for the Fixx brand to be part of such a world-famous event

"We are delighted to be the 2023 Official Sports Drink Partner for the iconic Sydney Marathon and be part of an event that will see our all-natural products like our signature CrampFix, Fuel X and Fixx ColdBrew Coffee Shots exposed to 40,000 participants from more than 66 countries," Ms Buchegger said.

"This is our third marathon partnership for 2023, building on our existing presence at the Canberra Marathon and the Gold Coast Marathon and it is exciting for us as a business passionate about improving athletic performance to become such a big part of the Australian running scene."

Professional and amateur athletes from sporting codes across the globe use the Burleigh Heads headquartered company's range of all-natural world-leading sports and dietary supplements.

These include professional cyclists, triathletes, local sporting codes such as the AFL along with the NRL, the New Zealand, English and Pakistani international cricket teams, national Rugby sides like the Wallabies and the Springboks, along with English Premier League clubs.

Prior to starting Fixx Nutrition, Jan and Michelle ran food manufacturer and supplier Fehlbergs Fine Foods, before they sold it to Australian food giant Riviana.

While running this business, they discovered the demand for fast-acting solutions from athletes seeking cramp relief and used this insight to found Fixx Nutrition, with a core focus on using natural ingredients to create world-leading sports and dietary supplements.



Since 2020, the business has been on a rapid growth trajectory, with major announcements including an Australia-wide distribution deal for its products with Woolworths Supermarkets, bringing its retail presence to over 1,000 stores nationally, while building its global presence in countries like the United States, Europe and Asia off the back of its renowned signature CrampFix range.

CrampFix® provides athletes instant relief via its own all-natural sports nutrition formula packaged in an easy-to-carry 20 ml sachet or 50 ml squeeze bottle, designed to give sportspeople the rapid relief they need via effective measured doses.

About Fixx Nutrition:

Fixx Nutrition offers a range of all-natural, functional nutrition solutions, all are made in our own Burleigh Heads-based manufacturing facility in Queensland, Australia. We're driven by an obsession to innovate and offer our customers highly effective products that help improve their lives.

Founded in 2017, we focus on innovation, offering customers highly effective products that will help improve their lives. All products are developed and manufactured in their Burleigh Heads based HACCP accredited production site in Queensland.

CrampFix is our signature product which offers very fast relief from muscle cramps. Originally developed for professional rugby players, CrampFix is sold in 1000+ retailers in Australia and is exported to 15 countries. The sports range is used by many professional teams, including the Wallabies, UK Cricket & Football, and the Springboks. The range also includes a product for rapid relief of non-exercise-related muscle cramps.

In November 2020, we broadened our product range with the development and launch of a sports fuel range for endurance athletes. Fixx Nutrition was recently appointed as Official Sports Nutrition Partner for the iconic Gold Coast Marathon from 2022.

To learn more, visit fixxnutrition.com

For all media enquiries, images, or interviews please contact Michelle Buchegger e michelle@fixxnutrition.com /m + 61 (0) 405 199 708

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