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MEDIA ALERT

Tuesday 3rd December 2024

HEADLINE: Leading Australian sports nutrition brand Fixx Nutrition extends its Gold Coast Marathon partnership for three more years

Australian cult favourite, all-natural sports nutrition brand Fixx Nutrition is celebrating the extension of its partnership with Gold Coast Marathon for three more years until 2027.

Fixx Nutrition will continue as the Official Electrolyte and Official Gel Partner for Australia's favourite marathon, while securing official naming rights for the ultimate endurance test; named the 'Gold Coast Double 63.3km.'

This test of endurance and will see participants take on the challenge of doing the half marathon (21.1 km) on the Saturday followed by the full marathon (42.2 km) on the Sunday; all in all a 63.3 km test of body and mind that will now be officially known as the Fixx Nutrition Gold Coast Double 63.3km.

For Fixx Nutrition Co-founder Jan Buchegger, this extension marks a significant milestone in the company's journey to become one of the most recognised sports nutrition brands in the country.

"We are excited to extend our partnership with the Gold Coast Marathon for another three years until 2027, it is our hometown marathon and for us it symbolises how far we have come as a company," Mr Buchegger said.

"When my wife Michelle and I founded Fixx Nutrition in 2017, it was about following our passion as amateur athletes and developing an all-natural range of sports nutrition products that improved performance. We had little expectation that it would grow to become one of the leading supplements brands in the country and this partnership showcases our commitment to supporting amateur and professional athletes alike in achieving their goals with the right type of nutritional aids."

Known for its all-natural, vegan-friendly and gluten-free range of products created and manufactured at its Burleigh Heads headquarters, Fixx Nutrition is building a global reputation for the efficacy of its nutritional supplements that support sustained athletic performance.

Fixx Nutrition was founded in 2017 by Michelle and Jan Buchegger following the sale of their previous business, food manufacturer and supplier Fehlbergs Fine Foods, to Australian food giant Riviana. A late-night phone call to procure some pickle juice from a leading sports scientist for athletes in his care was the impetus for Jan and Michelle to enter the sports nutrition category.

WHAT: Fixx Nutrition extends its partnership with the Gold Coast Marathon for three more years as the official Sports Nutrition partner for Australia's favourite marathon

WHO: Fixx Nutrition and the Gold Coast Marathon

WHEN: Tuesday 3rd December 2024

WHERE: Gold Coast, Queensland Australia



WHY: As passionate Gold Coast residents, manufacturing their all-natural, vegan friendly and gluten free products from their Burleigh Heads headquarters, the Fixx Nutrition team are excited to continue their relationship with their hometown marathon.

MEDIA CONTACT:

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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, offering customers highly effective all-natural 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 beginning from 2022. They were also named the official nutrition partner of the Canberra Times Marathon Festival from 2022 and Sydney Marathon 2022 and 2023.

To learn more, visit fixxnutrition.com

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