

BIOFREEZE®



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BANK OF AMERICA CHICAGO MARATHON AND BIOFREEZE ANNOUNCE MULTI-YEAR PARTNERSHIP

Biofreeze, a Performance Health Brand, Named 'Official External Pain Reliever' of the Bank of America Chicago Marathon and Title Sponsor of the 27th Mile Post-Race Party

Chicago, October 3, 2018 – The Bank of America Chicago Marathon announced today that it has signed a new multi-year agreement with Performance Health, parent company of the leading external pain reliever, Biofreeze. Biofreeze will be designated as an Official Sponsor of the Chicago Marathon and the 'Official External Pain Reliever' for the event, beginning with the Oct. 7, 2018 race.

Performance Health is a global leader in rehab, recovery and sports performance, headquartered in the greater Chicago area. Its Biofreeze brand is the #1 clinically recommended external pain relief product. For over 25 years, Biofreeze has been trusted by leading clinical professionals and athletes to provide fast-acting and powerful pain relief for sore muscles, back aches and sore joints. The product uses the cooling effect of menthol to provide temporary pain relief so athletes can focus on achieving their goals both in training and on race day, and it will be offered to runners on the 2018 course at mile 21.

On Sunday, October 7, runners will have access to the official Biofreeze Relief Zone. This dedicated area along the Bank of America Chicago Marathon course will give runners access to Biofreeze to help them overcome pain, push through "the wall" and finish the race strong. Biofreeze becomes the first amenity to be added on course since the inclusion of Gatorade Endurance Carb Energy Chews in 2015. Biofreeze will also serve as the title sponsor of the Chicago Marathon's post-race party, which will be named the Biofreeze 27th Mile Post-Race Party.

"We are excited to welcome Biofreeze as an official sponsor of the Bank of America Chicago Marathon," said Carey Pinkowski, executive race director. "On race day, runners from around the world will take on 26.2 miles through the heart of Chicago. Biofreeze offerings along the course will help provide relief to our runners helping them to realize their goals and cross the finish line in Grant Park."

In addition to partnering with the Bank of America Chicago Marathon, Biofreeze has also been named a supporting sponsor of the Bank of America Shamrock Shuffle. The Shamrock Shuffle is held annually in conjunction with the St. Patrick's Day holiday is widely regarded as the kick off to the outdoor running season in Chicago. Biofreeze is committed to support runners throughout the season and will also participate in sponsor events, activations and on-site sampling of its products.

"We pursue partnerships with organizations that share our passion and commitment to helping athletes succeed and are thrilled to support the premier marathon and 8K in our hometown community in

Chicago,” said Michael McGoohan, chief marketing officer of Performance Health. “Biofreeze’s mission is to help people overcome pain and perform at their personal best. We look forward to supporting the race participants in achieving their goals both in training and on race day, for many years to come.”

ABOUT BANK OF AMERICA CHICAGO MARATHON

In its 41st year on Sunday, October 7, the Bank of America Chicago Marathon welcomes thousands of runners from more than 100 countries and all 50 states, including a world-class elite field, top regional and Masters runners, race veterans, debut marathoners and charity runners. The race’s iconic course takes runners through 29 vibrant neighborhoods on an architectural and cultural tour of Chicago. Annually, an estimated 1.7 million spectators line the streets cheering on more than 40,000 runners from the start line to the final stretch down Columbus Drive. As a result of the race’s national and international draw, the Chicago Marathon assists in raising millions of dollars for a variety of charitable causes while generating \$282 million in annual economic impact to its host city. The 2018 Bank of America Chicago Marathon, a member of the Abbott World Marathon Majors, will start and finish in Grant Park beginning at 7:30 a.m. on Sunday, October 7. In advance of the race, a two-day Abbott Health & Fitness Expo will be held at McCormick Place Convention Center on Friday, October 5, and Saturday, October 6. For more information about the event and how to get involved, go to chicagomarathon.com.

ABOUT BIOFREEZE

Biofreeze is the #1 clinically recommended pain relief product. For over 25 years, Biofreeze has been trusted by athletes, leading chiropractors, physical therapists, athletic trainers and other clinicians to provide cold therapy pain relief for sore muscles, back aches and sore joints. Biofreeze uses soothing menthol to “cool the pain” and provide long-lasting pain relief to you get back to your best fast. Biofreeze can be found in the offices of leading clinicians and professional locker rooms and now is available over the counter at retail stores nationally. Since expanding sales to retail stores in 2016, Biofreeze has been one of the fastest growing consumer brands and has been recognized nationally with numerous awards celebrating its breakthrough launch.

ABOUT PERFORMANCE HEALTH

Performance Health, the parent company of Biofreeze, is a global leader in rehab, recovery and sports performance. The company’s products are sold to leading healthcare facilities and practitioners such as physical therapists, athletic trainers, rehab specialists, and chiropractors, as well as direct to consumers. Its market-leading brands, which are sold in over 100 countries, include Biofreeze®, TheraBand®, TheraPearl®, Cramer®, Sammons Preston®, and Rolyan®. Performance Health is headquartered in the greater Chicago, Illinois area, with significant operations both in the US and internationally.

Visit us at: Biofreeze.com or PerformanceHealth.com.

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