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Maurten becomes the Official Hydrogel Fuel Partner for the Bank of America Chicago Marathon

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Maurten's Hydrogel Technology is synonymous with marathon running performance. Since 2016, Maurten has redefined carbohydrate fueling — empowering athletes to personal bests, Olympic medals, and world records. Today it announces its official partnership with the Bank of America Chicago Marathon.

The times are changing — fast. By fueling the fastest times in history, Maurten has become established as a crucial part of a marathon runner's training and race day essentials. A go-to. And now all runners at the Bank of America Chicago Marathon — one of the world's great marathon majors — will benefit from running on patented Hydrogel Technology.

"Partnering with Chicago — with its history and prestige — is another great milestone in Maurten's marathon story. I've personally witnessed all the leaps forward in marathon performance since 2016. I've seen with my own eyes — the success, the records, the joy," says Olof Sköld, Maurten CEO.

Maurten will fuel the runners in Chicago at key points along the course with Gel 100 — the original marathon hydrogel. Each gel contains 25 grams of carbohydrates — with no added flavors, preservatives, or colors. Only what's necessary to aid performance. Nothing more.

"Our Hydrogel Technology is not just pushing the possibility at the front of the Elite men's and women's races, but also in the masses. Maurten is always athlete-first, and to see the everyday athletes reach their full potential to achieve their PBs — that's fueling the beating heart of big city marathon running," says Olof Sköld. "We're really excited about bringing our experience to help the runners in Chicago change their own times."

The Maurten partnership with the Bank of America Chicago Marathon starts in 2024.

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