

# IRONMAN AND ABBOTT'S EAS® SPORTS NUTRITION LAUNCH PARTNERSHIP TO CELEBRATE AND SUPPORT TRIATHLETES

- EAS supports athletes participating in the IRONMAN® 70.3® U.S. Series and U.S. IRONMAN® TriClub Program

**TAMPA, Fla. And ABBOTT PARK, Ill.** (July 23, 2015) – IRONMAN, the most prestigious event series in triathlons, and Abbott, the global healthcare company committed to developing products and technologies that improve health, are joining forces to help improve triathletes' training journeys, race day experiences and recovery.

As an Official Sponsor of the IRONMAN® 70.3® U.S. Series, Abbott's EAS Sports Nutrition will support the competing triathletes by helping them recover from training faster with products and nutrition advice. EAS Lean15™ protein bars will be available in the athlete food areas of IRONMAN-owned IRONMAN 70.3 triathlons in the United States in 2015, and a variety of EAS products will be offered at select Race Expos. Abbott experts will also be on hand to offer tips and guidance on healthy nutrition so athletes can reach their health and race goals.

"With our rich heritage in nutrition and commitment to helping athletes of all types achieve more through good health, this partnership with IRONMAN is a natural fit for our EAS Sports Nutrition brand," said Heather Fries, General Manager, Abbott's EAS Sports Nutrition, and longtime IRONMAN® event volunteer. "IRONMAN is the ultimate challenge for athletes looking to push their limits, and EAS stands for the relentless pursuit of performance. Together, we can support athletes from training until they cross the finish line on race day."

EAS Sports Nutrition is also the presenting sponsor of the U.S. IRONMAN® TriClub Program, which gives back to the hundreds of clubs that support not only the sport of triathlon, but IRONMAN and IRONMAN 70.3 events. The program helps local triathlon clubs drive membership with networking opportunities and competition among other clubs for prizes and bragging rights.

In partnership with Abbott, the global network of more than 800 TriClubs and 150,000 athletes will receive EAS products and special offers, as well as inspiration, support and rewards through Team EAS.

"Our partnership with a well-known brand like EAS supports our triathletes in their quest for good health," said Carola Ross, Chief Sales Officer for IRONMAN. "The EAS partnership supports our ongoing endeavors to provide a world-class experience for our triathletes."

## **About IRONMAN**

The iconic IRONMAN® Series of events is the largest participation sports platform in the world. Since the inception of the IRONMAN® brand in 1978, athletes have proven that ANYTHING IS POSSIBLE® by crossing finish lines at the world's most challenging endurance races. Recognized for excellence through distinguished events, world-class athletes and quality products, IRONMAN has grown from a single race to a global sensation with more than 190 events across five unique brands: IRONMAN®, IRONMAN® 70.3®, 5150™ Triathlon Series, Iron Girl® and IRONKIDS®. For more information, visit [www.ironman.com](http://www.ironman.com).

## **About Abbott**

At Abbott, we're committed to helping you live your best possible life through the power of health. For more than 125 years, we've brought new products and technologies to the world -- in nutrition, diagnostics, medical devices and branded generic pharmaceuticals -- that create more possibilities for more people at all stages of life. Today, 73,000 of us are working to help people live not just longer, but better, in the more than 150 countries we serve. Connect with us at [www.abbott.com](http://www.abbott.com), on Facebook at [www.facebook.com/Abbott](https://www.facebook.com/Abbott) and on Twitter @AbbottNews and @AbbottGlobal.

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