



NORTHERN CHILL SCORES MAJOR “OLYMPIA” SPONSORSHIP

NAMED OFFICIAL WATER OF FITNESS INDUSTRY’S SHOWCASE EVENT

The fitness industry’s most prestigious event announces a deal with **Northern Chill**, a rapidly growing manufacturer of their premium and naturally alkaline bottled mineral spring water. As part of a 2-year agreement, the Northern Wisconsin based company will serve as the official water of **Joe Weider’s Olympia Fitness & Performance Weekend**, widely regarded as the *superbowl* of the fitness industry.

In recent months, Northern Chill has garnered attention by elite athletes seeking premium, naturally alkaline mineral spring water from pristine aquifers, as opposed to the more common processed or manufactured alkaline waters.

Northern Chill CEO **Curt Kufner** explains, “The Olympia opportunity is the perfect fit for our brand as we look to introduce Northern Chill to the global fitness community. Northern Chill’s naturally occurring minerals and electrolytes have been known to help regulate nerve & muscle function among other benefits that help our bodies function more effectively.”

As part of a comprehensive customer engagement program, Northern Chill will enjoy a digital and social media presence at MuscleandFitness.com while securing a position on the official Olympia logo, one of the most visible pieces of real estate in the world of fit focused marketing. The brand will be showcased prominently throughout Olympia Weekend.

Olympia President **Dan Solomon** adds, “We are incredibly excited to welcome Northern Chill to the Olympia family. This is exactly the kind of high integrity, forward-thinking brand that we enjoy working with. We’re excited to help shine a spotlight on the important work they’re doing to raise the bar in their category.”

Recently acquired by **Jake Wood**, the Mr. Olympia has been the highest symbol of achievement in the world of physique and fitness competition for more than a half century. In recent years, the Olympia brand has expanded to serve as a showcase for the overall fitness movement. Here in 2020, the event will move into its new home at the **Planet Hollywood Resort**, located at the heart of the Las Vegas Strip. The popular trade show portion of the weekend is being re-launched this year as the **Olympia World Fitness Festival** (formerly the *Olympia Expo*) and will take place at the nearby Sands Expo & Convention Center, adjacent to the Venetian Hotel.

Tickets to the **December 17-20** event are on sale at **MrOlympia.com** as Trifecta Present Joe Weider's Olympia Fitness & Performance Weekend brought to you by Wings of Strength and by Northern Chill.

More About Northern Chill

Northern Chill is proud to be an American water bottled in the beautiful Northwoods of Polar, Wisconsin. It is this pure and pristine place where this premium and naturally alkaline mineral spring water is born and bottled; right at the source from a glacier created aquifer. Northern Chill is all natural; nothing is added. Its smooth and refreshing taste is derived from its natural mineral content and is much of what sets it apart from its competitors. Drinking Northern Chill is a natural way to stay hydrated and is a water that fits every American's lifestyle whether you are working or playing, or relaxing or exercising. Drinking water is essential to a healthy diet and lifestyle. Northern Chill proudly supports and donates to four primary essential groups in America: Military, First Responders, Truckers and Farmers. For more information, including where to purchase, visit www.NorthernChill.com.