



The
McCourt
Foundation

NATURADE[®]

PRESS RELEASE

Naturade Named the Official Protein Powder of the McCourt Foundation's LA Marathon, Santa Monica Classic and Rose Bowl Half Marathon and 5K

Vegan Protein Powder to provide enhanced nutrition for 20,000 athletes at the 39th edition of the Los Angeles Marathon presented by ASICS on Sunday, March 17, 2024

LOS ANGELES, California- September 20, 2023 – In partnership with the McCourt Foundation (TMF), **Naturade** has been named the **Official Protein Powder** of the **LA Big 5K, Santa Monica Classic, Rose Bowl Half Marathon & 5K** and **Los Angeles Marathon presented by ASICS**. The 39th running of the LA Marathon will take place on Sunday, March 17, 2024 welcoming over 20,000 participants from around the world.

"Naturade's commitment to providing high-quality, natural health products aligns perfectly with The McCourt Foundation's mission of building a healthier world," said **John Duke**, TMF's Sr. Director of Partnerships. "We share a common goal of promoting health and well-being, and believe that protein and nutrition plays a crucial role in every runner's journey to the finish line. The fact that they've been in the natural products industry since 1926, speaks volumes about their commitment and reputation with health-conscious consumers."

Naturade believes all people should have access to high-quality foods, regardless of your race, income or location. While students at Duke University, Naturade co-owners Kareem Cook and Claude Tellis bonded over the realization that they had so many people in their families impacted by diet-related illnesses, like diabetes.

"The values of the McCourt Foundation align so closely with those of Naturade. It was a no-brainer for us when the opportunity presented itself," Naturade co-owner **Claude Tellis** said. "The Los Angeles Marathon, Santa Monica Classic, and Rose Bowl Half Marathon are some of the most popular and prestigious races in the Western Hemisphere. We can't wait to hit the ground running and play our part and help athletes achieve their fitness goals with top-quality nutrition while training for these iconic races."

Naturade is committed to improving the health and well-being of consumers with innovative, natural health products. Consumers can purchase Naturade's Meal Replacement Weight Loss

Shake at Costco locations throughout California or the VeganSmart All-in-One Nutritional Shake directly from Amazon. Additional retailers include Target and Whole Foods.

For more information, visit www.naturade.com.

ABOUT NATURADE

Naturade is well known for its commitment to improving the health and well-being of consumers with innovative, natural products since 1926. Over nearly 10 decades, Naturade has become a highly respected innovator in the natural products industry, providing natural health products worldwide. Naturade pioneered the introduction of soy protein powders in the 1950s and over the years, Naturade has manufactured and distributed a variety of health-related products including vitamins, nutritional supplements and beauty care products. The company's priority and standard of excellence demands effective, nutritional quality controls. These controls are integrated through every phase of product development and production.

ABOUT THE MCCOURT FOUNDATION

The McCourt Foundation (TMF) empowers communities to build a healthier world through research, education, and events. TMF's mission is to cure neurological diseases while empowering communities to build a healthier world. TMF makes a difference by donating to neurology research, hosting educational forums, and using our events such as the Los Angeles Marathon, Rose Bowl Half Marathon & 5K, Santa Monica Classic, Boston Waterfront 5K, and Tour de South Shore, as platforms to raise funds for over 95 nonprofit charity partners. Since its inception, TMF has donated more than \$6.3 million to neurology research and generated more than \$66M for our nonprofit charity partners. Established in 1992, TMF is a 501 (c)(3) with offices in Boston, MA and Los Angeles, CA. For more information, visit mccourtfoundation.org/

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