

MEDIA CONTACT

Kylie Soderstrom

972-499-6649

Kylie.Soderstrom@hck2.com



FOR IMMEDIATE RELEASE

June 5, 2018

Dallas Marathon Welcomes The UCAN Company as Official Nutritional Partner

(DALLAS) – Training for a race requires the proper fuel, which is why the [Dallas Marathon](#) is partnering with [The UCAN Company](#) as official sponsor of the Dallas Marathon's 2018 portfolio of events to bring low-sugar energy products to runners in training and on race day.

"Races are an opportunity to bring people together in the spirit of health, fitness and community," said Paul Lambert, president of the Dallas Marathon. "With that mission in mind, we're grateful to partner with wellness-focused companies like The UCAN Company that can equip participants for races of all lengths with the fuel they need throughout their training season and as they cross the finish line."

UCAN fuels a wide range of elite and everyday athletes, from 4x Olympian and former Dallas Marathon elite ambassador Meb Keflezighi to beginner runners training for fitness and looking to limit their sugar intake. So what makes UCAN special? It's SuperStarch - the revolutionary energy source in UCAN nutrition products. SuperStarch is a naturally cooked non-GMO food starch that delivers a slow-release of complex carbs without a significant spike & crash in blood sugar levels. UCAN products powered by SuperStarch deliver hours of steady, long-lasting energy with no spike & crash for athletic performance, workouts, and daily life.

"We're thrilled to partner with the Dallas Marathon organization, which includes the iconic BMW Dallas Marathon, in one of our key markets to bring runners the best of innovation in nutrition," says Shoba Murali, CEO of The UCAN Company. "We believe nutrition is not just about what you do on race day, but how you fuel to get fit in training. We are excited that our energy-sustaining products, from bars to pre- and post-nutrition, will allow runners to reach their health and fitness goals by fueling without all the sugar."

As a series premier partner, The UCAN Company will provide nutrition and finisher bars for all the Dallas Marathon portfolio of events including the Dallas Corporate 5K, Five on the 4th, the BMW 5K Social Runs and the BMW Dallas Marathon Weekend.

UCAN nutrition products powered by SuperStarch are currently available in powder and bar format, in a variety of flavors, at 300+ specialty running stores around the country and also can be purchased online at shop.generationucan.com. To learn more about the UCAN story or for information about products, the science, and recipes, please visit generationucan.com.

About the Dallas Marathon

The Dallas Marathon is a nonprofit organization with a focus on promoting health and physical fitness through running events and related activities. Dating back to 1971, the organization hosts year-round events culminating with Dallas' largest and Texas' longest running marathon: the BMW Dallas Marathon. Now in its 48th running, the marquee race attracts runners from across the globe and hundreds of thousands of spectators to Dallas' largest single-day sporting event. The BMW Dallas Marathon racecourse highlights iconic Dallas landmarks and is recognized as the official marathon of the City of Dallas. Since naming a primary beneficiary in 1997, the Dallas Marathon has donated more than \$4 million to Texas Scottish Rite Hospital for Children. For more information, visit bmwdallasmarathon.com.

About The UCAN Company

UCAN delivers smarter energy powered by SuperStarch, a patented, naturally cooked non-GMO food starch that provides a slow-release of complex carbohydrates to keep you fueled and feeling good. Originally created for a child with a rare metabolic disorder, UCAN's revolutionary SuperStarch is quickly becoming the go-to for steady, long-lasting energy with no crash for everyone from Olympic athletes, to weekend warriors striving for fitness, to thought leaders in health and performance. UCAN is a company built on purpose and passion. Learn more at generationucan.com and get the latest buzz in the UCAN world @GenUCAN on Twitter, Facebook, and Instagram. #UCAN #UCanRunDallas

###