



FOR IMMEDIATE RELEASE

Thursday, March 3, 2016

CLIF® Bar partners with the 2016 Mississauga Marathon as the Exclusive Energy Bar & Gel

Mississauga, ON – The Mississauga Marathon is proud to announce CLIF Bar as the Exclusive Energy Bar & Gel Supplier for the 2016 Mississauga Marathon, which will take place from Friday, April 29 to Sunday, May 1, 2016.

“We take pride in providing our participants with the greatest event products and overall experience possible,” says Brody Coles, Race Director of the Mississauga Marathon. “We are elated to have CLIF Bar on board as our Exclusive Energy Bar & Gel Supplier to ensure that our participants are receiving the absolute best products before, during, and after the race. CLIF Bar has cemented themselves as the premier Energy Bar & Gel in the market, and we are thrilled to have them become the newest member of the Mississauga Marathon family.”

As the Exclusive Energy Bar & Gel for the 2016 Mississauga Marathon, CLIF Bar will be on-site throughout all of Race Weekend, beginning with the Runner’s Expo on Friday, April 29 & Saturday, April 30, 2016 at Port Credit Memorial Arena. At the Runner’s Expo, all participants and members of the general public will have a perfect opportunity to learn more about and sample a large variety of products.

“CLIF Bar has proudly supported runners in Canada by offering sports nutrition made with organic ingredients to help them cross the finish line,” said Jennifer Yun, International Brand Director at Clif Bar & Company. “We are thrilled to be the Exclusive Energy Bar & Energy Gel Supplier for the 2016 Mississauga Marathon and to provide energy on-course when athletes need it most.”

Along with attending the Runner’s Expo, Clif Bar & Company will have a booth set up in the Finish Area on Saturday, April 30 & Sunday, May 1, offering samples of their products to all participants looking to recover post-race. For those participants, who also enjoy having an energy product while running, Clif Bar & Company’s CLIF SHOT® Energy Gel packets will be on course for full marathon runners and walkers at both the 24KM & 38KM aid stations.

About Clif Bar & Company

Clif Bar & Company is a leading maker of nutritious and organic foods in North America, including CLIF® Bar energy bar, CLIF Builder’s® protein bar; CLIF BLOKS Energy Chews and

CLIF SHOT® Energy Gels; CLIF® Organic Trail Mix; and CLIF Kid® Zbar, Nourishing Kids in Motion®. Focused on sports nutrition and snacks for adventure, the family and employee-owned company is committed to sustaining its people, brands, business, community and the planet. For more information on Clif Bar & Company, please visit www.Clifbar.ca, like us on Facebook at [Facebook.com/Clifbar](https://www.facebook.com/Clifbar) and follow us on Twitter [@Clifbar](https://twitter.com/Clifbar).

About Mississauga Marathon

The 2016 Mississauga Marathon Race Weekend will take place from Friday, April 29 to Sunday, May 1. Race weekend will include a Runner's Expo that is open to the general public, at Port Credit Memorial Arena on Friday, April 29 and Saturday, April 30, 2016. The Mississauga Marathon will continue to offer "A Run for Everyone", events will include the Full Marathon, Sal Guzzo, LL.B Relay Challenge, Half Marathon, MNP 10KM, 10KM Student Relay, Novo Nordisk® "Hazel" 5KM and a 2KM Fun Run/Walk. Register today: www.mississaugamarathon.com.

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CONTACT:

Ben Lindover, Landmark Sport Group, Inc.

Marketing Coordinator

905-949-1910 ext.222