

# GOODGYM AND ATHLETIC BREWING COMPANY COME TOGETHER TO PROMOTE AND CELEBRATE WORKOUTS THAT HELP ENVIRONMENTAL PROJECTS

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## MEDIA RELEASE

GOODGYM AND ATHLETIC BREWING COMPANY COME TOGETHER TO PROMOTE AND CELEBRATE WORKOUTS THAT HELP ENVIRONMENTAL PROJECTS

- GoodGym and Athletic Brewing Company announce a year-long partnership supporting GoodGym's work on environmental projects, and to promote hangover free celebrations.
- Athletic Brewing creates great tasting, alcohol-free beer and is committed to protecting and restoring outdoor spaces across the globe via its Two For The Trails program.
- GoodGym is a community of people who combine exercise with helping their communities. It contributes thousands of hours to maintaining and growing green space and to increasing biodiversity on its sessions.
- Athletic Brewing will enable GoodGymers to celebrate their success with hangover-free, alcohol-free beer.
- There will be GoodGym sessions all over England and Wales where people are invited to do environmental tasks and celebrate with Athletic Brewing Co alcohol-free beer.

GoodGym and Athletic Brewing Company are teaming up to encourage more people to use their exercise to directly impact the environment. The partnership will also encourage an alcohol-free approach to socialising after exercise. Just like GoodGym, Athletic Brewing is on a mission to positively impact people's health and happiness, while improving local communities and the environment.

GoodGymers run, walk and cycle hundreds of thousands of kilometres every year as they complete good deeds for community groups and older people. The partnership will see celebrations of these achievements, along with themed events and activities throughout the next year.

Support will come from Athletic Brewing's Two For The Trails initiative. Named after their co-founder's family tradition of taking two beers to toast post-trail adventures, the program is dedicated to protecting the outdoor places we all love. Since launching the program in 2018, Athletic Brewing has donated over \$2.6 million to organisations which work to preserve outdoor spaces, and grow the communities which use them.

Ivo Gormley, GoodGym founder and CEO, said

"It's great to have the support of Athletic Brewing Co - they get what we're about and understand that doing tasks that benefit the environment is fun as well as good for us and the world around us. Together we want to raise the profile of workouts that benefit the environment and also to be able to celebrate our successes in a way that is lighthearted and fun. Socialising and having fun is at the heart of GoodGym and it is great to have a partner that understands how all these elements work together."

Bill Shufelt, Co-Founder and CEO of Athletic Brewing, said:

"We're proud to team up with GoodGym and help support their ongoing efforts to do good while staying active. Through this partnership, we'll not only be able to introduce more people to our award-winning brews but also greatly impact these communities and the environment for the better."

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