WOW HYDRATE X Joe Cordina

Thursday 21 March, 2019

Joe Cordina, professional boxer, WBA international and commonwealth champion who competed in the 2016 Rio Olympics, is the next athlete to sign a deal with WOW HYDRATE alongside Ruben Loftus-Cheek; to be the faces of their #PushIt campaign.

The latest innovation in fitness hydration, the sugar free low-calorie drinks provide a hit of protein or electrolytes in fresh water for people to refuel after being physically active. The innovative push-cap technology ensures the fresh vitamins do not degrade in water over time and are released literally at the press of a button, when ready to drink WOW HYDRATE.

WOW HYDRATE's #PushIt campaign aims to encourage those interested in exercise to keeping Pushing Until Something Happens and challenge themselves to reach their goals. The unique concept sees how WOW HYDRATE helps others #PushIt in different aspects of training and life until something happens, and can be seen @wowhydrate Youtube, Instagram, Twitter and Facebook and on www.wowhydrate.com.

Joe Cordina explains why he supports WOW HYDRATE "What you consume and the quality of ingredients is important. As an athlete I want everything I consume to benefit me and help me to utilise the skills I have to push myself further in the boxing world and achieve my goals. Anyone looking to do the same should always keep this on their priority list, whether looking at professional sport or general health and fitness. WOW HYDRATE waters are a way for me to hydrate with electrolytes or get my protein intake before, during or after exercise without worrying about other ingredients that may not be as good for me, such as sugar. They are bringing a new aspect to the sports market with their push cap, making it easier to get what I need when I need it, I am excited for the year ahead working with them."

Neil Young, the founder and director of WOW HYDRATE commented on the partnership "Joe is a fantastic boxer who is continually working hard and achieving what he sets out to achieve. This makes him a great ambassador for our brand's #PushIt campaign, to inspire those to follow in his footsteps and push their way to the top through hard work and perseverance."

WOW HYDRATE is available online at www.shopwowhydrate.com and Ocado, as well as high street stores and supermarkets including; Tesco, Morrisons, , Whole Foods, Boots, Pump Gyms, Anytime Fitness and Gymbox.

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