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ANDERSON'S MAPLE SYRUP JOINS GRANDMA'S MARATHON AS MAJOR SPONSOR

PURE FUEL to be Offered as Official Racecourse Energy in 2022

(DULUTH, MINN.) --- Grandma's Marathon – Duluth, Inc. today is announcing a sponsorship agreement with Anderson's Maple Syrup that makes the Wisconsin-based company the event's official racecourse energy supplier.

PURE FUEL, a single-serving packet of maple syrup, will now be available to runners during both Grandma's Marathon and the Garry Bjorklund Half Marathon in June 2022. Made of only 100% organic maple syrup, PURE FUEL offers a natural alternative to energy gels and contains vitamins, minerals, antioxidants, and carbohydrates that athletes need.

Steve Anderson, Anderson's Maple Syrup: We are thrilled to expand our partnership with Grandma's Marathon in 2022. PURE FUEL has been part of the weekend's fitness expo for several years, and now we are excited to be the on-course fuel for this year's race. We think runners will find PURE FUEL checks all the boxes --- easy to digest, easy to swallow, and it gives you that extra boost to finish the day.

Shane Bauer, Grandma's Marathon Executive Director: PURE FUEL is an ideal sponsor for our Grandma's Marathon events. They have a long history with large events, and being able to offer each of our participants an organic, healthy, and effective option for energy is a wonderful value add for our race weekend. We look forward to this in 2022 and hopefully beyond.



The new partnership means PURE FUEL will be prominently placed on the racecourse and readily available for runners --- at Mile 17 of the marathon and Mile 4 of the half marathon. Anderson's Maple Syrup will also continue to have a presence at the race weekend fitness expo, although runners are encouraged to train with PURE FUEL before arriving to Duluth in June. To order or for additional nutritional information, please visit organicpurefuel.com.

Anderson's Maple Syrup/PURE FUEL is a local, family-owned business based just 100 miles from Duluth in Cumberland, Wis. PURE FUEL is a simple but effective natural and versatile alternative to the hard-to-swallow, chemical based gels on the market. *From waffles to workouts, let us fuel your way to the finish line with maple syrup.*

The 2022 Grandma's Marathon weekend is scheduled for June 16-18 in Duluth, Minn. To register or for more information, please visit grandmasmarathon.com.

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ABOUT GRANDMA'S MARATHON

Grandma's Marathon began in 1977 when a group of local runners planned a scenic road race from Two Harbors to Duluth, Minnesota. There were just 150 participants that year, but organizers knew they had discovered something special. Grandma's Marathon weekend draws more than 20,000 participants for its three-race event each June.

The race got its name from the Duluth-based group of famous Grandma's Restaurants, the first major sponsor of the marathon. Over time, the level of sponsorship with the restaurants changed, but the name stayed the same. Grandma's Marathon-Duluth, Inc. is a 501(c)(3) tax-exempt nonprofit organization with a 17-member Board of Directors and a nine-person, full-time staff.



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