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**FOR IMMEDIATE RELEASE**

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**Performance Health Inc., - Biofreeze partners with the Florida Sports Foundation**

**TALLAHASSEE --** The Florida Sports Foundation (FSF) is pleased to announce a three-year partnership with Performance Health, Inc, the makers of Biofreeze as a silver-level sponsor. The Performance Health, Inc. partnership will involve various aspects of the FSF including distributing Biofreeze at granted events around the state of Florida, the Florida Senior Games State Championships and Florida's Sunshine State Games events and festivals.

BIOFREEZE® is a unique, effective analgesic formulated to provide a variety of benefits for therapy, pain relief, exercise/training and overall comfort. BIOFREEZE® was created by Dr. Danné King, an internationally known botanical chemist. BIOFREEZE® contains ILEX, an herbal extract from a South American holly shrub. ILEX is used around the world in various health & wellness formulations. BIOFREEZE® does not use waxes, oils, aloe or petroleum. The result is a fast-acting, deep penetrating, long lasting pain reliever.

BIOFREEZE® can effectively help relieve pain from:

- Sore Muscles & Muscle Sprains
- Back, Shoulder, Neck Pain
- Arthritis
- Painful Ankle, Knee, Hip & Elbow Joints
- Muscular Strains

Use BIOFREEZE® to relieve pain prior to:

- Ultrasound Treatments
- Massage Therapy
- Soft Tissue Trigger Point Therapy
- Rehabilitation Exercises
- Pre and Post Workout Stretch

Although the partnership just recently became official, Biofreeze has been distributed at Florida Sports Foundation events, such as the Florida Senior Games State Championships and Sunshine State Games for the last three years.

“We get so many inquiries about Biofreeze from the athletes at our amateur sports competitions, it was only a matter of time before we made our partnership with Performance Health, Inc.

official,” said FSF President/CEO Larry Pendleton. “It’s very popular with amateur athletes of all ages.”

Overseen by the Governor's Office of Tourism, Trade, and Economic Development, the Florida Sports Foundation was founded in 1992 as the state's lead organization in promoting and developing both amateur and professional sports. The Foundation's goal is to develop and promote professional, amateur, and recreational sports and physical fitness opportunities that produce a thriving Florida sports industry and environment. For more information on the Florida Sports Foundation, or for information on the grants program and the events it currently funds, please check [www.flasports.com](http://www.flasports.com) or call (850) 488-8347.

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