



LOS ANGELES MARATHON

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PRESS RELEASE

Rehydrating 25,000 Runners: Electrolit Activates as Official Partner of the 39th annual Los Angeles Marathon presented by ASICS

Electrolit returns to LA's marquee marathon as official premium hydration sponsor

Los Angeles, CA. (March 8, 2024) – Electrolit – the preferred, premium hydration beverage made from pharmaceutical quality grade ingredients – returns with a new multiyear partnership with The McCourt Foundation, becoming the official hydration sponsor for some of Southern California's most iconic races, including the 39th annual Los Angeles Marathon presented by ASICS, coming up on March 17, 2024.

"Fueling the fire of SoCal's running community – that's what Electrolit is all about," said Jake Sloan, Sr. Marketing Director. "We're pumped to be powering athletes and runners at the Los Angeles Marathon. Our ongoing partnership with The McCourt Foundation lets us be there every step of the way, delivering the hydration edge they need to crush their goals."

Fueling both runners and athletes for instant recovery, Electrolit can also be enjoyed by everyone. Its unique formula is packed with great taste and comes in a variety of flavors including coconut, strawberry kiwi, and many more. Electrolit is the must-have hydration beverage for runners by refueling electrolytes and keeping them hydrated during heat exposure.

Electrolit athlete and marathon ambassador Nadia Ruiz, who will compete in her 26th consecutive LA marathon alongside her Dad, said: "The LA Marathon is one of my favorite moments in the running calendar. It's not solely about reaching the finish line; it represents determination, what this city means to me and how it's played a part in my pursuit of pavement pounding - with so many special moments with my loved ones around the course. I will be relying on Electrolit to help me prep in the weeks and days leading up to the big event."

Scientifically formulated with magnesium, sodium, potassium, calcium and glucose, Electrolit's electrolytes and ions are key to replenishing the body and are revered by runners everywhere. Multiple flavor offerings including Blue Raspberry, Strawberry-Kiwi, Grape, Orange, Berry Bliss, and Fruit Punch, and new ready-to-mix powder formats with pharmaceutical quality grade

ingredients, make Electrolit the go-to hydration option for runners, athletes, party-goers and everyone else in between.

On March 17, 2024, the Los Angeles Marathon presented by ASICS will welcome over 25,000 registered runners along the 26.2-mile Stadium-to-the-Stars Course starting at **Dodger Stadium** and finishing near **Avenue of the Stars** in Century City. This year's field size will be one of the largest in the race's 39-year history.

Also included in the Marathon Weekend events are the **LA Big 5K** on March 16th, which is expected to draw a field of more than 7,000 registered runners, walkers, and fundraisers, and the Marathon's two-day Lifestyle Expo held March 15th & 16th. The free expo is open to the public featuring more than 100 exhibitors and is expected to draw more than 60,000 attendees.

Electrolit can also be purchased at Walmart, Kroger, HEB, Jewel-Osco, Circle K, 7-Eleven and more, and through online channels. For more information, visit www.electrolit.com or follow them on [Instagram](#) or [Facebook](#). For more information or a complete event weekend schedule, visit LAMarathon.com.

About Electrolit

Electrolit manufactures a scientifically formulated premium hydration beverage that replenishes the body after physical activity, intense heat, or a night of partying. Founded in Mexico in 1950, since, Electrolit has become revered by athletes and partygoers alike as a recovery drink. Formulated with magnesium, potassium, calcium, sodium glucose, and sodium lactate plus six ions for electrolyte absorption, Electrolit aids in the recovery of the hydro electrolytic imbalance, fulfilling metabolic and hydration needs. Available in 15 delicious flavors, Electrolit is currently offered in national, grocery, convenience and online channels across the nation, including Walmart, Kroger, Jewel-Osco, 7-11 and more. Electrolit is manufactured and owned by Pisa Pharmaceuticals, the largest pharmaceutical company in Mexico and Latin America.

About The McCourt Foundation / Los Angeles Marathon presented by ASICS

The McCourt Foundation (TMF) is a 501c3 organization committed to building a healthier world through research, partnerships, and education. TMF empowers individuals and communities to make a difference through its events and educational forums. Since 1992 when the McCourt brothers organized a road race to honor their father who battled Multiple Sclerosis, TMF makes a difference by donating to neurology research, hosting educational forums, and using our events such as the Los Angeles Marathon presented by ASICS, Rose Bowl Half Marathon & 5K, Santa Monica Classic, Boston Waterfront 5K, and Tour de South Shore, as platforms for over 105 nonprofit charity partners to raise funds for a variety of causes. Since its inception, TMF has donated more than \$6.3 million to neurology research and more than \$68 million has been raised over the 39-year history of the Los Angeles Marathon. For more information, please visit LAMarathon.com.

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