



# PRESS RELEASE



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## FOR IMMEDIATE RELEASE

### WCHA ANNOUNCES PARTNERSHIP WITH KRAMPADE

*Sports drink producer joins the growing list of WCHA Final Faceoff sponsors*

**BLOOMINGTON, Minn. – Jan. 16, 2020** – The Western Collegiate Hockey Association today announced innovative sports drink producer Krampade as an official sponsor of the 2020 WCHA Final Faceoff.

"The WCHA is thrilled to partner with Krampade," WCHA Women's League Commissioner **Jennifer Flowers** said. "Eric Murphy's commitment to improving recovery options for student-athletes is moving Krampade to the forefront of the sports drink industry and we are excited they have come on board with the WCHA."

Founded in 2015, Krampade started simply in 2012 as a potassium replacement experiment by founder Dr. Eric J. Murphy, who sought a way to combat chronic muscle cramping. Since then, Krampade has been used by athletes in sports as varied as football, hockey, wrestling and rugby to enhance recovery following workouts and competition.

"At Krampade, we are excited to support the WCHA Women's League and its mission to grow women's hockey at the collegiate level. We view this league as the leading conference in women's NCAA DI hockey and are truly excited to be partnering with them now and in the future," said Krampade CEO **Eric J. Murphy**. "With a unique membership that features universities of varying size, it is an opportunity to help young student-athletes across the institutional spectrum succeed not only in hockey, but in the classroom as well."

"We have been patiently waiting to reinvigorate our relationship with the WCHA Women's League and find this partnership critically important to our initiatives at the highest level of women's collegiate hockey and ultimately to our efforts to alleviate issues commonly associated with women's health", Murphy continued. "Krampade is more than just a product to prevent and mitigate cramping, it aids in recovery and performance as well, which is a perfect fit with women's hockey."

#### ***About Krampade***

Krampade, LLC, is a Nebraska-registered company with manufacturing and logistics operations in Grand Forks, N.D. Our manufacturing facility is FDA-registered and each product has a complete nutrition label compliant with all FDA regulations food products. Krampade focuses on manufacturing products based upon potassium repletion to prevent and mitigate cramp formation, while enhancing performance and recovery using our patent-pending formulations. Our website is at [www.krampade.com](http://www.krampade.com).

#### ***About the Western Collegiate Hockey Association Women's League***

The Women's League of the Western Collegiate Hockey Association is marking its 21<sup>st</sup> season in 2019-20. The nation's premier women's hockey conference, WCHA member institutions have won a record 17 national championships since the league's inception in 1999 (including 16 of a possible 19 NCAA titles), while producing seven Patty Kazmaier Memorial Award winners, 101 All-Americans and numerous Olympic and national team members. The seven-team, NCAA Division I conference consists of: Bemidji State University (Beavers), the University of Minnesota (Golden Gophers), the University of Minnesota Duluth (Bulldogs), Minnesota State University (Mavericks), Ohio State University (Buckeyes), St. Cloud State University (Huskies) and the University of Wisconsin (Badgers). For more information, visit [wcha.com](http://wcha.com).

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