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Contact Information:

Curtis Claar, Bigwig Races, (719) 362-3306
info@bigwigraces.com

Dan Classen, Max Muscle Colorado Springs, (719) 599-7154
dclassen@maxmusclecoloradosprings.com

Max Muscle steps up to sponsor Hams and Hamstrings 5K Easter Race

Local Max Muscle team will be available on race-day with sports nutrition information

Colorado Springs, Colo., April 6, 2012

Bigwig Races, a Colorado Springs based producer of top-notch 5K and 10K races, announced today that Max Muscle is the sports nutrition sponsor of its Hams and Hamstrings 5K race to be held in Colorado Springs on Easter Sunday, April 8, 2012.

“We’re looking forward to the opportunity to meet and visit with runners of all levels in the Pikes Peak area,” said Dan Classen, owner of Max Muscle Colorado Springs. “It’s always great to see people’s faces when they find out we’re more than a supplement store – we provide education and encouragement to anyone who needs our help achieving their health and fitness goals.”

Classen is passionate about helping others achieve their life style and fitness goals. He and his staff share the belief that a healthier, fitter community benefits everyone. “When you’re performing at your best, you’re a better person,” he says. “All of us have a responsibility to help our communities and we are glad to support Bigwig Races.”

“This race is designed for everyone to have a great time and get some exercise,” said Curtis Claar, co-founder and Sponsor Relations Manager for Bigwig Races. “With Max Muscle at the

race, runners can also get some advice and encouragement from people who have a proven track record of health and sports nutrition.”

Nationwide, Max Muscle Sports Nutrition Stores contribute to the communities in which they belong. From seminars to sponsorships to encouraging people to lead healthier lives, Max Muscle franchisees and their teams of employees have been true ambassadors while representing the Max Muscle organization. They have consciously chosen to be “a part” of their communities, rather than “apart” from them.

Classen and his team focus on their relationships with people in the area who want to improve themselves through proper nutrition and exercise. Those who are serious about reaching their goals can commit themselves to an individualized agreement designed specifically for them. Classen explains, “All agreements include meal planning, body composition measurements, supplement discounts, one-on-one goal sessions and more. I customize the agreement to meet their needs so they receive a package that works for them.”

Complete race information and registration for the race is available at hamsandhamstrings.com

About Bigwig Races

Bigwig Races LLC was formed to create valuable sponsorship and promotional opportunities for businesses of all sizes by professionally producing 5K and 10K races. The Bigwig Races model ensures that every race is effective, both as a promotional vehicle and as a competitive sporting event to support community fitness. We leverage years of experience in advertising, publishing, process improvement, accounting, sales, event planning, and project management. Our principals also enjoy running in local and regional races and have participated in hundreds of races, some as a sponsored athlete. Complete information about Bigwig Races is available by calling (719) 362-3306 or by visiting bigwigraces.com

About Max Muscle Colorado Springs

Max Muscle Sports Nutrition, a leader in the sports nutrition industry since 1991, is committed to improving the health of those from all walks of life: men, women, everyday fitness enthusiasts, high school athletes, college athletes, as well as those involved in bodybuilding and fitness competitions. Max Muscle Colorado Springs is owned by Dan and Jackie Classen, who

have lived in the Front Range since 2001 with their three kids. Dan has completed seven Ironman Triathlons, many shorter distance triathlons, and marathons. After years of training and dialing in his nutritional needs, Dan is anxious to share his knowledge of race and sports nutrition as well as healthy lifestyle choices with others through Max Muscle Colorado Springs. Whether your goal is weight loss, weight gain or simply dedicating yourself to a healthier lifestyle, Max Muscle Sports Nutrition provides the best products and services. Visit the new Colorado Springs location at 5102 North Nevada Avenue in the University Hills Shopping Center. Additional information available by calling (719) 599-7154 or by visiting coloradosprings.maxmuscle.com

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