



NEWS RELEASE

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CERASPORT ON THE COURSE AT BEACH BUM #2 TRIATHLON



Hilton Head Island, S.C. – August 9, 2011:

The annual Hilton Head Beach Bum #2 Triathlon was held this past weekend at Coligny Beach on Hilton Head Island. Over 150 participants attended (ages 15 to 70). The Beach Bum series is unique in that it takes place on the hard flat beach of Hilton Head Island. All competitors swim in the ocean, bike on the beach and run on the beach to the finish! Thank you to Go Tri Sports for another great triathlon series!!

About Go Tri Sports Productions:

We are an event production company based on Hilton Head Island focused on producing professional, fun, and safe events. Go Tri Sports Productions is owned and operated by John & Dagny Dogger. We function as a full service event production and planning business - capable of performing or consulting on all aspects of event production. Go Tri Sports owns several special events; including the Hilton Head Triathlon, the Hilton Head Beach Bum Triathlons, and the Bluffton Half Marathon. We help produce many more, such as the Run for RET 5K, and the 12 Hours of Head Endurance Event. For more information, visit www.gotrisports.com

About CeraSport:

CeraSport® AND CeraSport EX-1® are gluten free, all natural rice based electrolyte drinks. CeraSport is a rice-based rehydration and energy drink, which restores essential salts and fluids to prevent and correct dehydration and enhance athletic performance. Established in Maryland in 1993, Cera Products scientifically developed its high performance products along with physicians at Johns Hopkins University. CeraSport is used by all branches of the U.S military (including Army Rangers and Navy SEALs), police, fire and law enforcement groups, as well as elite athletes including professional triathletes and adventure racers. All of Cera Products are proudly Made in the USA. For more information visit our website at www.ceraproductsinc.com.

To learn more about this innovative fluid replacement product line,
visit www.ceraproductsinc.com.