

## NEWS RELEASE



**FOR IMMEDIATE RELEASE October 06, 2011**

### **CeraSport Mens Relay Team Captures First Place At The Ulman Cancer Fund's Second Annual Half Full Triathlon.**

Ellicott City, Md. (Oct. 02, 2011) The Half Full Triathlon is the second annual event for adult cancer patients and survivors hosted by the Ulman Cancer Fund for Young Adults, which is a partner of the Livestrong Foundation. All entry fees and donations will be donated to the Ulman Fund. CeraSport had three Relay teams that took part in the race and competed against other corporate teams in the area. Team One included Steph Huck, Kari Petyak and Brendan Janishefski. Team 2 included Michael Oehler, David Oehler and Daniel Miranda. Team 3 featured Hope Oehler, Jeremy Bergolios and Sarah Lancos. Team 2 was able to fly past the competition and capture a first place podium finish in the men's relay division.

CeraSport is a rice-based rehydration and energy drink that restores fluids and electrolytes, boosts recovery time and maximizes performance. CeraSport is different from other sports drinks currently out on the market, as the product contains no added simple sugars or fruit juices. Plus, its gluten-free formula won't cause cramping or other negative side effects.

**ABOUT THE HALF FULL TRI:** The Half Full Triathlon is a 70-mile fight to support young adults affected by cancer. We are making a statement about cancer and we need your help. We chose the distance of 70 Miles versus the better known 70.3 Mile distance for this race for one important reason. 70,000 is the estimated number of young adults diagnosed with cancer each year. This is a statistic that needs people's attention. The Half Full Triathlon will help make the young adult cancer issue a priority and together we can improve the 70,000 statistic. Every Mile raced is a mile that supports this population of young people battling cancer. HALF FULL means having hope and optimism in the face of adversity. Whether it is a 70- Mile triathlon or the



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fight against cancer, HALF FULL is having the determination and positive attitude to get to the finish line. Surrounded by friends, family and fellow athletes – everyone is in this fight together! One Mile at a time the racers will finish the race and -- more importantly - WIN the cancer battle! The Livestrong Foundation joins the Ulman Cancer Funds efforts in this effort!

**ABOUT CERA PRODUCTS, INC.:** Established in 1993, Cera Products scientifically developed its high performance rehydration products along with physicians from Johns Hopkins, Mayo Clinic, and other international institutions. These physicians and Charlene Riikonen worked at the International Centre for Diarrheal Disease in Bangladesh, where Oral Rehydration Therapy (ORS) was first discovered. Cera Products produces CeraLyte and CeraSport ORS: CeraLyte prevents and corrects dehydration from diarrhea and is used around the globe in US Military medical kits and field hospitals, in travel clinics, hospitals and nursing homes. It provides the right blend of electrolytes to promote recovery as well as rehydration. CeraSport is a rice-based energy and electrolyte drink used by many endurance athletes and triathletes, law enforcement and fire fighters, and US military, including Army Rangers and Navy SEALs. It restores essential salts and fluids during athletic events and training but is also helpful during influenza and fever.

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