



*FOR IMMEDIATE RELEASE*

## **Collegiate Running Association and JAMBAR Announce Partnership**

**Richmond, VA (May 11, 2023)** - The Collegiate Running Association (CRA) and JAMBAR are excited to announce their partnership, with JAMBAR becoming the official energy bar of the association. JAMBAR is an organic energy bar crafted with high-quality protein and fiber, and naturally sweetened for a healthier alternative to traditional energy bars.

Jennifer Maxwell, the founder and CEO of JAMBAR, has been a pioneer in the energy bar industry since 1987, when she founded PowerBar with her husband, Brian Maxwell. After Brian's death in 2004, Maxwell took time to heal and raise her six children before crafting JAMBAR for a new generation of fitness enthusiasts.

JAMBAR is more than just an energy bar – it promotes community and healthy organic nutrition, with a purpose that goes beyond fueling optimum performance. The company donates 50% of after-tax profits to organizations that support active living and music. The name is inspired by Maxwell's passion for music, and the bars are crafted in a dedicated, state-of-the-art production facility in San Rafael, California. Certified organic JAMBARs include vegan and gluten-free options, and come in four flavors: Malt Nut Melody, Chocolate Cha Cha, Musical Mango and Jammin' Jazzleberry.

Both Jennifer and Brian Maxwell were competitive collegiate runners, Brian was an Olympic marathoner, and each of their six children are also runners. "As a lifelong runner, I wanted to create a great tasting, highly digestible bar with a texture and nutritional profile that is perfect for training, as well as pre- and post-race," said Maxwell. "The CRA is a natural match for JAMBAR and we are honored to fuel the next generation of runners with them."

The CRA is thrilled to partner with JAMBAR, providing their athletes with a premium energy bar option that aligns with the association's values of promoting a healthy lifestyle and community engagement. The partnership will include JAMBAR's participation in CRA events and promotions, as well as exclusive offers for CRA members.

"We are excited to partner with JAMBAR and provide our athletes with a high-quality, organic energy bar option that is not only delicious but aligns with our values as an organization," said Steve Taylor, President and Cofounder of the Collegiate Running Association. "Jennifer Maxwell's dedication to promoting healthy nutrition and community engagement is inspiring,

and we look forward to working with JAMBAR to further promote these values within the running community."

**About the Collegiate Running Association:**

The Collegiate Running Association (CRA) is a non-profit organization dedicated to promoting healthy living and active lifestyles among college students through distance running. It organizes national championship events in road, mountain, trail, and snowshoe running, and hosts a diverse range of races and events throughout the year. Notably, the CRA is the first and currently the only running organization that offers prize money races exclusively for college athletes. It was established in 2013. Visit us at: [www.CollegiateRunning.org](http://www.CollegiateRunning.org)

**About JAMBAR:**

In late 2021, Jennifer Maxwell founded JAMBAR with the goal of helping people feel good about the ingredients they put in their bodies, and the positive impact they can have on their local communities. Made from only premium organic ingredients, JAMBARs feature ancient grains, authentic natural sweeteners and high-quality proteins. *Runner's World* named JAMBAR as the Best Protein Bar for runners in 2022, and also gave JAMBAR a 2023 Fitness Nutrition Award. JAMBARs are available at [jambar.com](http://jambar.com), on [Amazon.com](http://Amazon.com) and at select grocery, running and sports specialty stores. Learn more at [www.jambar.com](http://www.jambar.com).

For more information about the partnership or to schedule an interview, please contact:

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