

**FOR IMMEDIATE RELEASE**



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Basye, Virginia – REV3Endurance, the second largest adventure racing company in the United States is proud to announce that it has partnered with Red Bull to help to provide much needed energy to those in need during Rev3Endurance events. Rev3Endurance is also helping support the Wings for Life World Run (May 5, 2024), Red Bull’s charity of choice which is the world largest fundraiser for Spinal Cord Research.

Adventure racing is a multidisciplinary sport that includes navigating over unmarked terrain and can last anywhere from two hours to well over three days. Rev3Endurance has produced over 100 successful races over the last 5 years.

“We are excited to partner with Red Bull and bring this product to the athletes. It elevates our offering, and it is the type of product they deserve. To be able to align ourselves with a company like Red Bull and support the Wings for Life World Run Day (May 5, 2024) is more than we could have imagined in a partnership,” stated Michel Spiller Rev3’s Owner.

**Key Highlights of the Partnership Include:**

1. **Branding Integration:** Red Bull will prominently feature its logo on the athlete’s race shirts, registration station, finish line area to include arch, podiums and Rev3 finish line zone. Red Bull products will be available to all racers, ensuring maximum visibility during the events.
2. **Community Initiatives:** REV3 will be supporting the Wings for Life World Run Day (May 5, 2024) by providing event information at Rev3 events and through digital channels to support the initiative.

**About REV3Endurance:** REV3Endurance is the gold standard of adventure racing. It provides individuals with outdoor events that range from sprint races to multi-day events. Creating challenges and adventures along its courses. The company is committed to delivering a world class experience to its athletes. Their dedication to quality events and customer experience has solidified their reputation in the field of adventure racing.