

Stadion™

Go Flow, Inc.

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For immediate release

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New electrolyte formula competes at Ironman China 2008

Sheffield MA - Ironman competitors that used the new *Stadion™* concentrates in their water found they had less or no cramping in their grueling 16-hour event. With mid-April temperatures reaching the 90s and strong headwinds, they were tested to the maximum. Muscle cramping is common during stressful exercise. This is caused by lactic acid resulting in a decrease in the body's pH causing it to become more acidic. The acid in the muscle causes the fibers' calcium-binding capacity to decrease, thus limiting muscle contraction. This is the cause of muscle fatigue. To combat the acidic pH, an infusion of trace-minerals in the proper combination will raise the pH of the blood slightly, making it better able to deal with the short-term build-up of lactic acid during the exercise. Sports drinks with just sodium and potassium alone do not alkalize the blood. The 12 electrolytes in the *Stadion™* concentrates have shown in tests over the last 50 years to mitigate an acid condition.

Stadion™ was designed for the athlete with added sodium and magnesium in addition to the 12-electrolyte base.

Stadion™ are new concentrates without sugar or artificial sweeteners. The crystalloid minerals used are absorbed readily in the body providing the athlete with maximum rehydration. They also are a GREEN product as they come in 2 ounce pump bottles that deliver enough concentrate for 40-60 drinks. With many athletic organizers desperately trying to find a way to avoid putting thousands of plastic water bottles in the landfill, these concentrates give them a sound alternative. Adding the concentrate to a reusable water bottle, hydration pak or a portable drinking fountain such as the Outdoor Boss, will help their organization reduce their carbon footprint, and give the athletes an added boost of stamina and endurance, without cramping.

More information is available on their website: Stadionsportsdrink.com

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