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SOMETHING NEW FOR SUNS FANS, NOVO ORGANIC SPORTS DRINK

Suns and Novo team up for first ever organic sports drink partnership in collegiate sports

PITTSFIELD, MA (JUNE 7, 2013) – Sitting in the stands at a baseball game, the wafting smell of hot dogs tickle the nose. Peanut shells pile up below the seats. Opening a box of cracker jacks excites the fan as they pull out the prize. Of course you need something to wash down all that delectable food. What better way to do that than with an ice-cold, tall bottle of an organic sports drink. An organic sports drink? That’s right. In one of the most unique partnerships in all of minor league sports the Pittsfield Suns have changed the way fans will quench their palate.

Novo Organic Sports Drink and the Suns will team up in 2013 for a one-of-a-kind partnership. These two unique brands aren’t that different from each other as the tie-in makes perfect sense. While Novo made a huge splash during a party at the Oscar’s, the Suns throw 27 parties each season. Novo is great for everyone in the family while the Suns continue to make their mark on families in the Berkshires. Novo is the perfect drink to quench your thirst without all those calories while the Suns entertaining and exciting atmosphere keep fans moving in their seats which keeps the body fit in the summer.

“We are thrilled to announce this partnership with Novo Organic Sports Drink,” said General Manager of the Suns, Kevin McGuire. “With continued focus on providing healthy food and beverage options, we are pleased to be able to offer our fans a healthy alternative while at Wahconah Park this summer.”

Jay Hanley, founder of Novo said of the partnership “As an avid baseball fan, I am thrilled to have Novo Organic Sports Drinks partner with the Pittsfield Suns. We’re looking forward to providing healthy organic hydration to both the players and the many fans who come to support their favorite team. Cheers to a fun and successful season ahead!”

The fun doesn’t stop at the concession stands as Novo will have their healthy prints all over the ballpark and beyond. They will sponsor the crowd favorite fireworks display during the season finale on Thursday, August 8. Fans staring at all those baseballs traveling over the wall by their favorite Suns players will notice the Novo billboard. They will also put their stamp on an always entertaining between innings promotion. Finally, make sure to “Like” the Pittsfield Suns and Novo Organic Sports Drink on Facebook for a chance to win the delicious drink during weekly contests.

Senior Vice President of the Goldklang Group, Tyler Tumminia, said “In a crowded beverage market we felt Novo brought not only a healthy option for our fan base but to

supply our players with an organic sports drink which is uncharacteristic in organized baseball filled with less natural products provides a unique option to our athletes.”

Novo, which is Latin for new, is an organically certified sports drink that helps rehydrate the body through electrolytes following those tough workouts. It is served in four juicy flavors: raspberry lemon, ginger lime, blueberry pomegranate and mango mandarin. It comes with a paltry 35 calories per serving, no artificial flavors, colors or sweeteners.

About the Pittsfield Suns

The Pittsfield Suns are the newest of the Goldklang Group’s five franchises, recently completing their inaugural season in 2012. The Futures Collegiate Baseball League (FCBL) draws top college players from all over the country, with each club featuring a minimum of 50% New England players on its roster. The Suns operate under the Goldklang Group flag, focusing on affordable family entertainment in a festive and enjoyable atmosphere.

About the Goldklang Group

The Goldklang Group is a sports entertainment consulting and management firm. The Group provides operational consulting and management services in all areas relating to sports franchise and event acquisition, promotion and operation. The Goldklang Group owns and operates the following organizations: Charleston RiverDogs, Hudson Valley Renegades, Ft. Myers Miracle, St. Paul Saints, and the Pittsfield Suns.

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