

Shelly-Ann Fraser-Pryce Set to Ignite Penn Relays

Olympic champion and Grace Foods Ambassador Shelly-Ann Fraser-Pryce is set to ignite the track during the 119th staging of the Annual Penn Relays at Franklin Field, University of Pennsylvania, April 25-27, 2013.

The world's fastest woman who is looking forward to another successful year will help to promote Grace Foods' line of coconut water during the relays and will be on hand to sign autographs and take pictures at scheduled times throughout the meet.

Over the years, Jamaica and the Caribbean have emerged as powerhouses on the track, and Grace Foods, the Caribbean's premier food producer and distributor is set continue this dominance with the participation of a number of record-breaking high school teams from the Grace sponsored Boys and Girls Championships and the appearance of the 100 meter Olympic champion.

In 2012, Fraser-Pryce, who rose to stardom both in Jamaica and abroad, successfully defended her Olympic 100 meter title, becoming only the third woman and first non-American to win consecutive 100 meter events at the Olympics. In addition to her success on the track, Fraser-Pryce was named as the first UNICEF National Goodwill Ambassador for Jamaica in 2010.

Speaking about the partnership, Fraser-Pryce said, "I'm glad to have an opportunity to promote coconut water, Mother Nature's sports drink. As a professional athlete we have a responsibility to endorse products that help people make healthy consumption choices and I am personally proud of this endorsement for that reason. Coconut Water contains electrolytes and potassium and is my favorite natural beverage for hydration". She also went on to say that she is honored to be a brand ambassador for Grace Coconut Water, as it is one of Jamaica's most recognizable brands. "I look forward to sharing the many benefits of coconut water and the importance of proper hydration," she said.

"We are truly excited about the new partnership with Shelly-Ann and Grace Coconut Water, which has been the top-selling Grace product in the US for several years now. Shelly-Ann has been a Grace Brand Ambassador since 2008 and we have no doubt that she will help us take this awesome product to the next level," says Andrew Collins, Marketing Manager, Grace Foods International.

Grace Coconut Water is available at all major grocery stores across the country and can be found in the international food aisle. The coconut water can also be found in most ethnic food stores across the country.

Patrons attending the three-day event are invited to visit the Penn Carnival Village, to relax with Grace and enjoy sampling its products.

For the past 14 years, Grace Foods has been a supporter of Penn Relays through Team Jamaica Bickle and over the last several years, has become a major sponsor. As in previous years, Grace will again be sponsoring eight championship events this year. On Friday, April 26, the high school girls sprint, quarter mile and mile relays. On Saturday, April 27, in addition to the high schools boys equivalent, they will sponsor the high school boys 400m hurdles, as well as the men's college 4x200m relay.