

## SHAMROCK FARMS FUELS ARIZONA STATE UNIVERSITY STUDENT-ATHLETES

Hometown dairy becomes official protein and milk partner

**PHOENIX (Sept. 7, 2017)**—Today Shamrock Farms announces its sponsorship of the Sun Devil Athletics program as the official protein and milk beverage. The three-year partnership establishes Shamrock Farms' Rockin' Refuel as Sun Devil Athletics' exclusive protein beverage. It also spotlights the local dairy's full line of pure, wholesome milk products as the official white and flavored milk partner.

"Our athletes have been enjoying the great taste of Rockin' Refuel for years, so we're thrilled to have our hometown Shamrock Farms officially partnering with us to give our athletes the very best in nutrition," said Jean Boyd, ASU Executive Senior Associate Athletic Director.

Highlights of the partnership include the newly designed and exclusive nutrition station in the Student-Athlete Facility, in-stadium signage, social media and advertising. In addition, ASU fans will enjoy a variety of Shamrock Farms pure, fresh dairy product samples during home-game tailgates.

"Shamrock Farms is all about fueling athletes and active adults with the ultimate protein performance beverage made with real milk," said Ann Ocana, chief marketing officer for Shamrock Farms. "Partnering with a Division I school in our own backyard is a perfect opportunity to engage with our community and reinforce that we've been nourishing Arizona families for 95 years strong and counting."

In celebration of the partnership, Shamrock Farms will be donating 25,000 servings of milk to local food banks during the year.

ASU is the latest addition to Team Rockin' Refuel, an elite group of world-class athletes, respected organizations, and top-level university and high schools across the country who drink Rockin' Refuel to achieve their fitness goals. Team Rockin' Refuel members include professional football players David Johnson and AJ Green, and World Champion Skier Ted Ligety. Rockin' Refuel is also a sponsor of the U.S. Ski Team, U.S. Snowboarding and U.S. Freeskiing, as the official protein drink of the national teams and their more than 200 athletes.

**About Shamrock Farms:** Shamrock Farms, one of the largest family-owned dairies in the country, manufactures the brand's Rockin' Refuel, protein-milk beverage, Shamrock Farms Cold Brew Coffee & Milk, Shamrock Farms ready-to-drink milk (found in retailers and over 50,000 quick service restaurants nationwide), and a wide variety of pure fresh dairy products, including sour cream and cottage cheese. All Shamrock Farms products are made with milk from cows not treated with the artificial growth hormone rBST. Founded in 1922 in Tucson, Arizona and still family-owned and -operated, Shamrock Farms has manufacturing facilities in both Phoenix and Augusta County, Virginia as well as its own farm hosting a herd of more than 10,000 cows. For more information, visit [www.rockinrefuel.com](http://www.rockinrefuel.com) or [www.shamrockfarms.net](http://www.shamrockfarms.net).