



P R E S S R E L E A S E

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New clients to feel the rush of working with Adrenalin in 2011

DENVER – From outdoor recreation to professional and collegiate sports, Adrenalin, the Brand Expansion Team™, is working on innovative ways for a slew of new bold-named clients to advance and strengthen their businesses in 2011.

Adrenalin is establishing itself as a “go to” branding firm for the outdoor recreation industry as evidenced by **Leisure Trends Group**, one of the world’s leading retail marketing intelligence and consumer research firms, turning to Adrenalin to help refine its brand message, as has **National Ski Patrol**. In addition, leading performance cycling companies **Reynolds Cycling** and **Pactimo** have also enlisted Adrenalin for various projects related to reaching new customers through integrated branding and messaging.

Several national sports organizations have also turned to Adrenalin in 2011 because of the agency’s sports industry expertise. **USA Wrestling**, the national governing body for wrestling, the **Western Collegiate Hockey Association** and the **Central Hockey League’s 2012 All Star Game**, all are its business for over 14 years, Adrenalin is also working for the **National Alliance for Accessible Golf** pro bono on the charitable organization’s brand identity.



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Also, drawing on their expertise learned working with municipalities and facilities, Adrenalin will handle the brand work for **Deer Trail Assisted Living in Rock Springs**, a project developed by The Encore Partners, LLC of Denver.

Projects for the new clients range from logo design to website look and feel to print materials to marketing and social media strategies.

“2011 is shaping up as a very exciting year for Adrenalin and our partners. We feel fortunate that these great organizations are trusting us with their brands,” said Adrenalin Principal Dan Price. “Each organization generates a tremendous energy and passion for what they are doing and that really fuels us to meet the challenge of helping them expand their businesses.”

About Adrenalin, Inc., The Brand Expansion Team™

Adrenalin, Inc., founded in 1997, is a full-service Brand Expansion agency, specializing in the sports and recreation industries. Adrenalin’s experience from successfully and innovatively working with major league properties across the nation has been key to the Denver agency becoming a leader in sports-specific branding. This branding experience, combined with a deliberate, straightforward and creative approach, enables Adrenalin to produce results that increase revenues.

For more information about Adrenalin, visit www.GoAdrenalin.com.

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