



MPG[®]

MPG SPRING 2015 VIDEO CAMPAIGN

I AM, WE ARE

I AM, WE ARE

Taking our 'My Performance, My Lifestyle' philosophy to the next level, the Spring 2015 'I am, We are' campaign expresses the MPG ethos in a simple statement to reflect the core values of our brand as expressed by our Messengers.

Each individual who appears in our editorial videos and images is on a personal journey, a relentless pursuit of athletic and artistic excellence for which there is no discernible zenith: Every accomplishment is a mere stepping stone to the next pinnacle to be reached, the next record to be broken. Resting on one's laurels is never an option.

Along that path, the MPG apparel they wear not only forms a part of their athletic odyssey but allows them to communicate their personal aesthetic, character and philosophy. When each Messenger states, 'I am MPG' he/she is broadcasting to the world: Athletic performance is my life, MPG allows me to share myself.

The 'We Are' aspect of the campaign extends the message of the Messengers to every person in pursuit of the same goals.

OUR CAMPAIGN MESSENGERS



MICHELLE MEHNERT
TEAM USA TRIATHLETE



SEAN JEFFERSON
TEAM USA TRIATHLETE



ISABELLA BOYLSTON
PRINCIPAL DANCER,
AMERICAN BALLET THEATRE



BRITTA TRUBRIDGE
YOGA INSTRUCTOR,
CREATOR OF B. TRU YOGA

MPG Spring 2015: I AM, WE ARE - Michelle Mehnert

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MICHELLE MEHNERT

TEAM USA TRIATHLETE

Originally a swimmer, Michelle was first introduced to triathlon at the age of 12, and managed to take home 3rd in her age group on practically no training. By age 14, she had won the women's overall and was placing with the top men. Although her passion for triathlon continued to grow, it ultimately came in a close second to swimming, which is why she decided to swim in college for the University of Illinois at Urbana-Champaign, and continue to race triathlons in the summer.

As a swimmer and triathlete, Michelle raced well for the University of Illinois and was able to compete on the school's Big Ten championship team. Unfortunately, after a lackluster performance at the Age Group Triathlon National Championships in 2011, her training and health went into decline. After quite a few tests, the team doctor discovered she had a birth defect in her heart that would require surgery. In January 2012, she underwent a catheter ablation procedure to mend her heart.

In spring of 2013, just over a year post surgery, she captured the Collegiate National Championship title, helping the team win the overall title as well. Shortly thereafter, she started racing as a professional and joined the national development program for the Rio 2016 Olympics.

MPG Spring 2015: I AM, WE ARE - Sean Jefferson



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SEAN JEFFERSON

TEAM USA TRIATHLETE

Born and raised in South Florida playing soccer, baseball, surfing and running, Sean Jefferson began to concentrate on Cross Country and Track in high school before receiving a full scholarship to compete at Indiana University in Cross Country and Track where, as a sophomore, he was a Cross Country All American finishing 19th at the NCAA championships. By the time he finished college, he was a 6 time All American in Cross Country and Track.

After graduating from Indiana University, he signed a professional running contract with Nike and moved to Eugene, Oregon to train and race for the Oregon Track Club Elite.

In 2009, upon expiration of his Nike contract, he moved back to Palm Beach Gardens, FL to resume my running training. After sustaining an injury, Sean began swimming and cycling as cross training and decided to compete in a triathlon for fun and placed 4th in his first sprint triathlon. Since then, he has been hooked on the sport and began to increase his training, focusing on competing at the USAT Age Group Nationals, where he won his age group and finished 2nd overall. He ended his first season of competition with a 2nd place finish at the Toyota US Open in Dallas Texas with a run split of 31:02 that was the 2nd fastest split recorded out of the entire field, which included an international field and some of the top triathletes in the world.

His goal is to make the US Olympic team in Rio 2016.

MPG Spring 2015: I AM, WE ARE - Isabella Boylston

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ISABELLA BOYLSTON

PRINCIPAL DANCER, AMERICAN BALLET THEATRE

Born in Sun Valley, Idaho, Isabella Boylston began dancing at the age of three. While training at the Academy of Colorado Ballet, she won the gold medal in 2001 at the Youth America Grand Prix Finals in New York City. In 2002, she began training at the Harid Conservatory in Boca Raton, Florida, on a full scholarship.

Isabella joined the ABT Studio Company in 2005, the main Company as an apprentice in May 2006 and the corps de ballet in March 2007. She was promoted to Soloist in June 2011 and to Principal Dancer in August 2014.

Among the many accolades she has received, Isabella won the 2009 Princess Grace Award, was nominated for the 2010 Prix Benois de la Danse, received the Clive Barnes Award in 2011 and was the recipient of the 2014 Annenberg Fellowship. She has also appeared as a guest artist with the Mariinsky Ballet in St. Petersburg and the Royal Danish Ballet.

MPG Spring 2015: I AM, WE ARE - Britta Trubridge

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BRITTA TRUBRIDGE

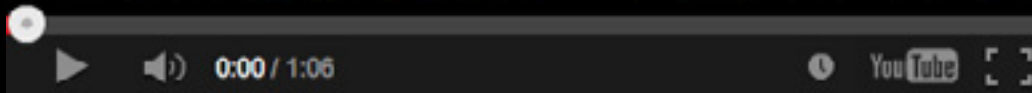
YOGA INSTRUCTOR AND CREATOR OF
B.TRU YOGA, MPG MESSENGER

Britta Trubridge (B.A. Psychology), creator of B. Tru Yoga™ and the TruBlue Foundation, is a 500h RYT of the Sivananda Vedanta School, a 300h certified Ayurvedic Counselor and a Reiki Healer with specialties in acupuncture, crystal and chakra therapies. Britta is also an AIDA3 star freediver and is the yoga specialist for the elite Vertical Blue freediving school. Britta teaches a hatha blend of Sivananda-style, Kundalini and Ashtanga yogas laced with energy healing techniques, internal flexibility maneuvers and pranayama. Her synergistic work in combining yoga, freediving and energy healing has allowed for a beautiful infusion of the more subtle aspects of yoga into a well-rounded physical and spiritual practice.

Britta currently holds Caribbean Yoga Retreats Fall through Spring, European Workshops and Retreats in the summer and offers Ayurvedic Consultations year round.

MPG Spring 2015: I AM, WE ARE

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COMPLIATION VIDEO

INCLUDES:

MICHELLE MEHNERT

SEAN JEFFERSON

ISABELLA BOYLSTON

BRITTA TRUBRIDGE

CONTACT

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