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Red Joe and David Leadbetter Golf Performance Form Partnership
Goals include raising awareness of staying hydrated

September 28, 2015 / [Sarasota, FL] – Red Joe and David Leadbetter Golf Performance are teaming up in an unprecedented venture to educate both amateur and pro golfers on the benefits of staying hydrated to boost health and performance. The partnership will include hydration research involving Leadbetter golf students and enthusiasts, media outreach to spread the word, and consumer education efforts.

“We are excited to team-up with a name like David Leadbetter to explore how golfers can not only stay hydrated, but have more energy and potentially improve their game,” said Joe Firek, president of Red Joe. The company produces Red Joe™ powder, a high concentrate, water-soluble product made with 100% organic African Red Bush (Rooibos).

“Dehydration in terms of the sport of golf is significantly understated because the appearance of sweat is less obvious,” Firek said. “Staying hydrated not only helps to ensure good health, but it is critical for athletic performance, both training and competition.”

By partnering with David Leadbetter Golf Performance, the world’s leaders in golf instruction, Red Joe will be able to conduct research that will look at hydration effects of golfers using students as case studies.

“We will observe and record the performance benefits of the students staying hydrated on the final three holes and golf skills based tests, among other activities,” David Leadbetter said. The companies will publish a white paper with the results.

Leadbetter will accompany Firek as spokesperson for the media campaign designed to educate the public about the importance of hydration for golfers.

Why Hydrate?

- Better performance
- Enhanced coordination
- Fewer cramps
- Higher energy levels
- More focus
- More stamina
- Increased strength
- Better and faster recovery

Rooibos, found in Red Joe™, is a source of cancer-preventative antioxidants that protect cells from oxidative stress and damage. The substance contains a multitude of antioxidants including the polyphenols known as aspalathin and nothogagin, which are unique to the Rooibos plant.

“All disease starts with oxidative stress,” Firek said. “Free radicals and antioxidants help promote healthy cell development to combat cancer. Red Joe™ was deemed a leading source of natural, anti-cancer chemicals by the Cancer Association of South Africa.”

For more information about the new partnership, contact Joe Firek at redjoerooibos@gmail.com.

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About Red Joe

Red Joe’s mission is to provide a simple solution to achieving better health and living a higher quality of life by educating and empowering people on the importance of proper hydration and its many benefits. Red Joe provides hydration the way nature intended, through plant minerals and healthy electrolytes.

About David Leadbetter Golf Performance

David Leadbetter Golf Performance was founded by David Leadbetter, a revered voice in golf instruction. A coach to several top PGA, LPGA, and European Tour players, he hosts his own satellite radio show and is an author of training publications and training aids. He continues to bring the same innovative and elite level instruction to players everywhere.