

Old School Labs™ Adds Racing Phenom Tim Mennecke to Its Promotional Team

Old School Labs™, maker of the Supplements That Make Sense™ and promoters of “Golden Era” bodybuilding values, has introduced up-and-coming racing sensation Tim Mennecke as a Brand Ambassador.



LOS ANGELES, CA - August 19, 2014 – Old School Labs™, maker of the popular premium sports supplements Vintage Burn™ and Vintage Build™, has announced an endorsement partnership with ARCA Truck Series competitor Tim Mennecke. Mennecke will serve as a Brand Ambassador for the company, helping to promote Old School Labs’ all-natural supplements and its philosophy based on the “Golden Era” bodybuilding culture of the 1960s and 1970s.

“As a competitive racing driver, I need to be in peak physical condition in order to deliver my best performance,” said the #17 Chevrolet S10 racer. “And Old School Labs products have been helping me do exactly that.”

“It means a lot to us that Tim depends on our products to help him excel,” Old School Labs founder and CEO Tarek Sidani said. “He’s also someone who’s realizing a lifelong dream, and his commitment and perseverance are values that also form a core part of our philosophy.”

Hailing from San Diego, Calif., Mennecke developed a passion for racing at a young age. After serving in the Marine Corps and being discharged under honorable conditions in 2012, he moved back to his adopted hometown of Colorado Springs. There, he tuned his racing skills at the renowned Andy Hillenburg High Performance Driving School with his sights set on racing in the ARCA Truck Series. He was thereafter proud to accept the former position of Chris Bailey Jr., who famously drove to a championship in 2010 and earned the ARCA Truck Series Most Popular Driver award in 2011.

“In sponsoring me and my race truck, Old School Labs will not only gain a strong following in the racing community, but is endorsing the values of honor, courage, and commitment that stand hand in hand with their own,” said Mennecke before getting back into his Chevrolet S10 for more practice laps.

ABOUT OLD SCHOOL LABS™:

Old School Labs™ is the maker of premium supplements which carry on the fitness philosophy of the “Golden Era” of bodybuilding. Old School Labs™ products do not hide behind proprietary blends, contain no artificial sweeteners or artificial flavors and are manufactured using only high-quality ingredients. Its products include Vintage Burn™, a fat-burner designed to help preserve muscle while eliminating fat, and Vintage Build™, a 3-in-1 muscle-builder made with the most essential ingredients. Old School Labs™ products have been featured in prominent publications including L.A. Confidential Magazine and Haute Living Magazine.

For more information, please visit www.OldSchoolLabs.com/Press

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