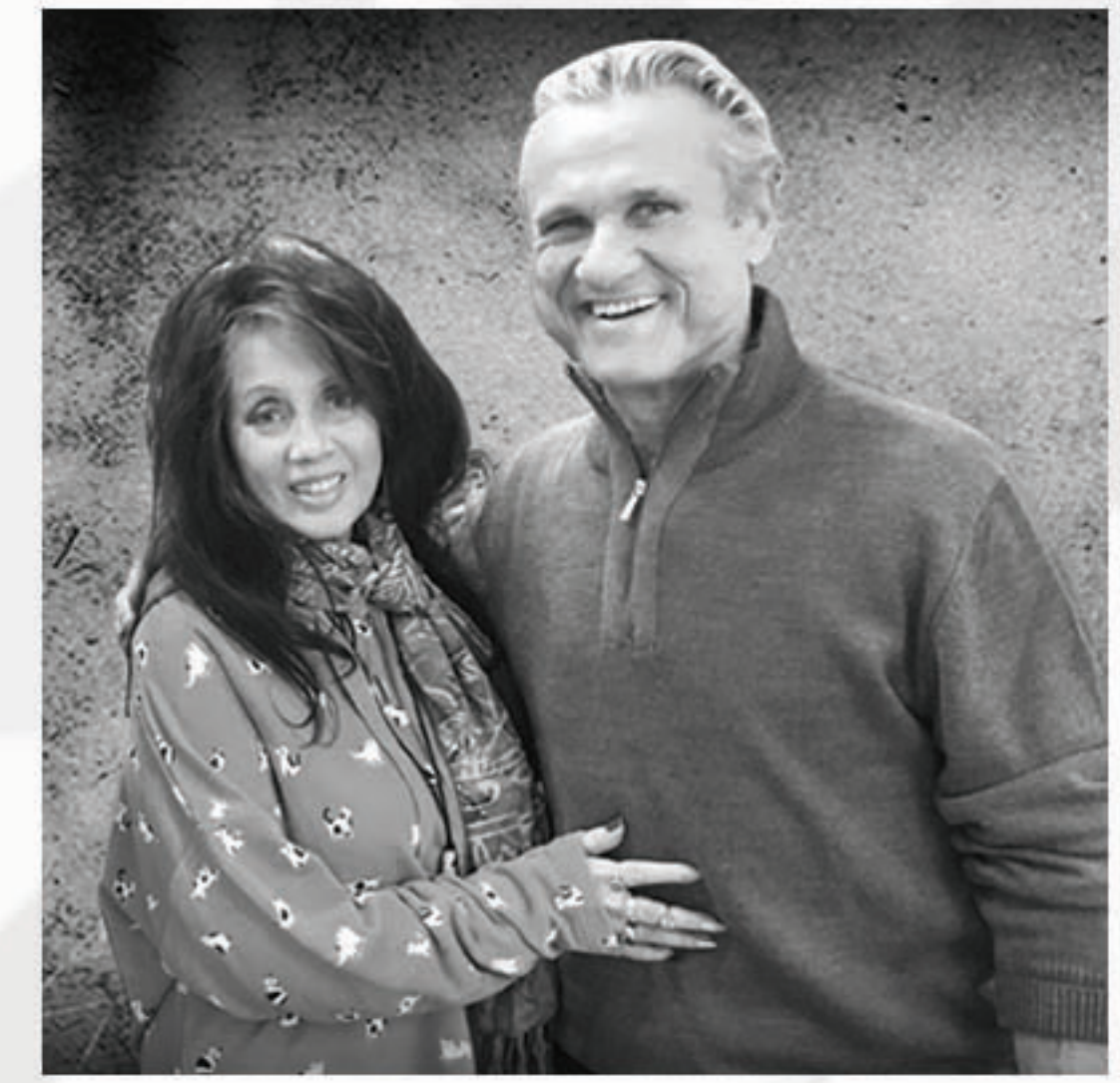
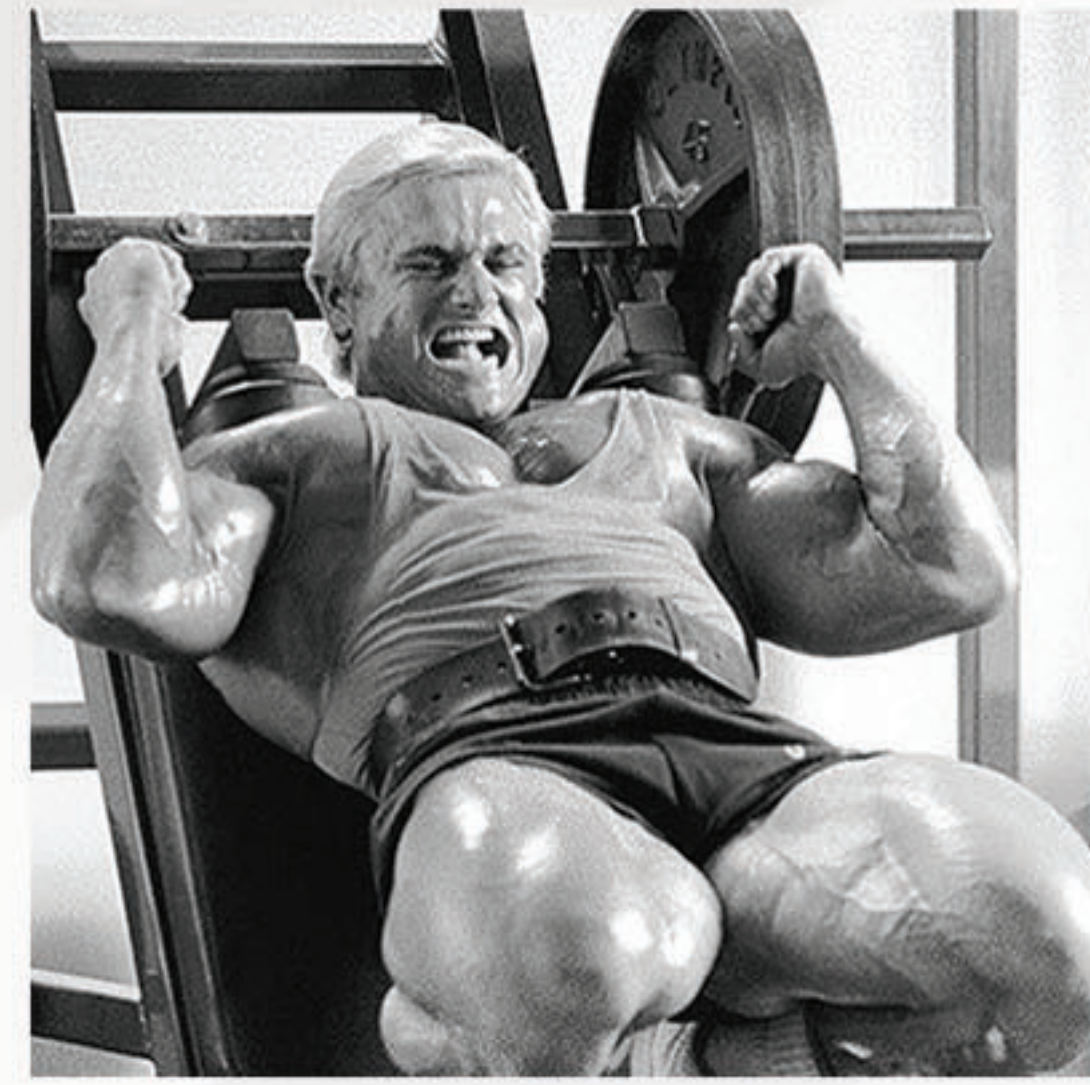


## “Golden Era” Supplement Maker Old School Labs™ Signs “PlatZinum Duo” Tom Platz and Rev. Dr. Cha Dikito-Platz as Brand Ambassadors

Legendary Life Coaches, Professional Bodybuilder and Alternative Medical Practitioner are the latest spokespeople for the best-selling sports supplement brand



**LOS ANGELES, California (PRWEB) May 11, 2018** – Old School Labs™, makers of the acclaimed Vintage line of natural sports supplements, has signed Tom Platz as a new Brand Ambassador. Known by his fans as “the Golden Eagle” and “The Quadfather” for his unsurpassed defined leg development, Tom Platz made his name at Gold’s Gym Venice, during the “Golden Era” of bodybuilding in Southern California.

“Tom Platz is not only a great athlete with an incredibly charismatic personality, but he also played a fascinating role in the history of bodybuilding,” says Old School Labs Founder and CEO Tarek Sidani. “As a kind of evangelist for the squat – an exercise that had fallen out of favor over the years – he changed the way bodybuilders trained. And of equal importance for us, he’s also a role model for the camaraderie and mutual support that was part of the Golden Era ethos, which we are tirelessly working to bring back today.”

As a first for the Old School Labs Brand Ambassador Program, Tom Platz will be joined by his wife, Life Coach and Executive Brand Manager, Rev. Dr. Cha Dikito-Platz, who will serve as co-Ambassador. Dr. Cha, a Board Certified Alternative Medicine Practitioner, Doctor of Divinity, and Reiki Master, has been an integral part of Tom’s healthy life and promotion of the sport of bodybuilding – which has included seminars and guest speaking engagements around the world.

“It’s like getting two incredible Ambassadors in one shot – how could we say no?” jokes Sidani. “Tom Platz and Dr. Cha are a powerhouse duo; we’re thrilled to have them and looking forward to working with them to spread the message of healthy living, physical fitness, and a balanced approach to bodybuilding and wellness.”

For his part, Tom Platz is delighted to have another platform through which to share his love of the sport and to reach a new generation of bodybuilders. “Bodybuilding taught me everything,” he says. “It taught me about winning and losing, and about the meaning of success. Back then, it wasn’t about the money, but about the love of the sport. I think people miss that, and Old School Labs realizes this. I am honored and proud to be working with them.”

As Old School Labs Brand Ambassadors, the “PlatZinum Duo” will have yet another way to give back to the sport that has given them so much.

### **ABOUT OLD SCHOOL LABS™:**

Old School Labs™ is the maker of premium supplements that 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. Old School Labs products include Vintage Burn™, a fat-burner designed to help preserve muscle while eliminating fat, Vintage Build™, a 3-in-1 muscle-builder, and Vintage Blast™, the world’s first two-stage pre-workout. Old School Labs has been featured in prominent publications including *L.A. Confidential Magazine* and *Haute Living Magazine*.

For more information, please visit [www.OldSchoolLabs.com/Press](http://www.OldSchoolLabs.com/Press)

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