

Adrem Brands

ESTABLISHED 1951

Adrem Brands Announces Wake-Ups' First-Ever Brand Ambassador, Professional Snowboarder Jennifer (JJ) Hawkrigg

TORONTO – January 30, 2017 - Toronto-based Adrem Brands (Adrem) is proud to announce professional snowboarder Jennifer (JJ) Hawkrigg, a 2018 PyeongChang Olympic hopeful, as the first-ever brand ambassador for Wake-Ups caffeine tablets. Made in Canada for over 65 years, Wake-Ups are trusted by athletes who use caffeine in their training regimen and when competing.

As member of the Canada Snowboard Development Team with regular podium performances on the Nor Am Tour, JJ competes in Parallel Slalom (PSL) events throughout North America and internationally. With over 30 flights logged each season, her schedule can be grueling.

“Wake-Ups have been part of my training program for a while so this partnership is really a natural fit,” said JJ Hawkrigg. “Wake-Ups give me that extra boost of energy I need for early morning workouts, on and off the hill. They keep me going and help me bounce back after competitions.”

Currently competing at the 2017 Winter Universiade in Almaty, Kazakhstan, JJ will represent Canada in the Women’s Parallel Slalom (PSL) and Giant Slalom events on Tuesday, January 30th and 31st at 9:00 am (ALMT) +0600 UTC. Tune in to watch JJ and Wake-Ups in action at www.livefisuv3.com

“Wake-Ups is proud to play a small part in JJ’s journey to PyeongChang,” said Patrick Marshall, President of Adrem Brands. “Being a competitive snowboarder takes focus and drive. It takes resilience to not quit when you’re exhausted after long training days and setbacks. We’re cheering for JJ and all Canadian athletes who are following their dreams and working towards the 2018 Winter Olympics.”

For more information or interview request please contact:

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ABOUT ADREM BRANDS

Founded in 1951, Adrem Brands is a privately held Canadian company that specializes in developing and distributing over-the-counter (OTC) and natural health products. Sold in pharmacies throughout Canada, Adrem brands have included skin and hair care products, cold and cough syrups, gelatin capsules, wart removers, caffeine pills and sleep remedies. Adrem strives to provide innovative products that improve people’s lives. Wake-Ups.com and [#trusttherooster](https://twitter.com/trusttherooster)

ABOUT JENNIFER (JJ) HAWKRIGG

JJ started snowboarding at the age of five and has been competing ever since. A member of the Canada Snowboard Development Team with regular podium performances on the Nor Am Tour in Parallel Slalom, she has her sights set on the next Winter Olympic Games. JJ is a brand ambassador for Wake-Ups. [@JJHawkrigg](https://twitter.com/JJHawkrigg)