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## **Smoothie King Partners with Challenged Athletes Foundation**

*National Chain's Stores to Offer Specially-Marked Water Bottles to Raise Funds for Non-Profit's Mission to Help Physically-Challenged Athletes*

**NEW ORLEANS**, (November 28, 2017) – [Smoothie King](#) Franchises, Inc., the leading smoothie franchise company with more than 900 stores worldwide, today announced a new partnership with [Challenged Athletes Foundation \(CAF\)](#), a non-profit organization dedicated to helping people with physical challenges lead active, healthy lifestyles. Through the partnership, Smoothie King will assist CAF in its mission by funding annual grants (totaling \$150,000) that provide access to much-needed adaptive sports equipment, resources and mentorship. Smoothie King's commitment is made possible through a 25 cent donation to the organization with the sale of every newly-branded *Hydrate and Help* bottle of spring water. The new bottles will be available in all Smoothie King locations beginning December 26, 2017.

All-too-often, the cost of adaptive sports equipment can be prohibitive, and can serve as an obstacle that keeps those with physical disabilities on the sidelines. Beginning today, Smoothie King's financial commitment will assist CAF in hitting their goal of fulfilling 95% of their grant requests across 97 different sports and activities.

"We are excited to begin our partnership with the Challenged Athletes Foundation. Both of our brands believe strongly that active lifestyles can boost self-esteem and serve as a springboard for success in life in a variety of capacities, whether you're faced with a physical disability or not," said Wan Kim, CEO, Smoothie King. "This partnership will expose our guests to inspirational stories of athletes who've beat the odds and met their goals. Hopefully, such success stories will inspire all of our guests to set and meet health and wellness goals of their own."

"Since many insurance companies deem adaptive sports equipment 'luxury' items, the prices can become a problem for many physically-challenged athletes," said Virginia Tinley, Executive Director, Challenged Athletes Foundation. "We are excited to embark on this partnership with Smoothie King to not only assist our athletes in receiving the equipment they need, but to also share CAF's mission of helping people with physical challenges live full, active lives through participation in sports."

In addition to the *Hydrate and Help* Spring Water sales, Smoothie King will be working with local franchisees and CAF athletes on additional ways of bringing this partnership to life.

For more information visit [www.SmoothieKing.com/ChallengedAthletesFoundation](http://www.SmoothieKing.com/ChallengedAthletesFoundation).

### **About Smoothie King Franchises, Inc.**

Smoothie King Franchises, Inc. is a privately held, New Orleans-area-based franchise

company with more than 900 units worldwide. In 1973, Smoothie King started as a health foods store. The founder developed Smoothie King's original proprietary smoothies by experimenting with blending together different fruits and vegetables with high quality supplements that made him feel better.

In 1989, Smoothie King became the first smoothie franchise in the U.S. and currently operates in 34 states, the Caymans, Trinidad and Tobago and the Republic of Korea. In 2017, Smoothie King was ranked No. 1 by Entrepreneur magazine in the juice bar category for the 24th year and No. 123 overall on the 2017 Franchise 500 list. In 2014, Smoothie King partnered with the New Orleans Pelicans of the National Basketball Association to launch the Smoothie King Center, a multi-purpose indoor arena in New Orleans, Louisiana. Visit [www.smoothieking.com](http://www.smoothieking.com) or [www.smoothiekingfranchise.com](http://www.smoothiekingfranchise.com); engage on Facebook at [www.facebook.com/SmoothieKing](https://www.facebook.com/SmoothieKing) or Instagram at [www.instagram.com/SmoothieKing](https://www.instagram.com/SmoothieKing).

### **About the Challenged Athletes Foundation**

The Challenged Athletes Foundation® (CAF) is a world leader in helping people with physical challenges lead active, healthy lifestyles. CAF believes that participation in physical activity at any level increases self-esteem, encourages independence and enhances quality of life. Since 1994, more than \$80 million has been raised and over 18,000 funding requests from people with physical challenges in all 50 states and dozens of countries have been satisfied. Additionally, CAF's outreach efforts reach another 60,000 individuals each year. Whether it's a \$2,500 grant for a handcycle, helping underwrite a carbon fiber running foot not covered by insurance, or arranging enthusiastic encouragement from a mentor who has triumphed over a similar challenge, CAF's mission is clear: give opportunities and support to those with the desire to live an active, athletic lifestyle. To learn more, visit [challengedathletes.org](http://challengedathletes.org) or call 858-866-0959.

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