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*Cwench Hydration Announces Title Sponsorship of the Next Gen Series, Launches as Cwench Hydration Next Gen Series*

In a landmark announcement today, the team behind the Next Gen Series revealed a significant three-year partnership with Cwench Hydration, marking the beginning of a new era as the Cwench Hydration Next Gen Series. This collaboration not only rebrands a leading sports tournament but also promises to elevate the event's prestige and impact in the sports community. Furthermore, this partnership signifies another crucial step for Cwench in the sports drink category. As Cwench Hydration continues to burst onto the scene in an impactful way, its alignment with the Next Gen Series exemplifies the brand's strategic foray into the competitive sports nutrition landscape. This move not only enhances Cwench Hydration's visibility but also reinforces its commitment to supporting athletic excellence and hydration innovation.

The partnership has led to the rebranding of the series' inaugural World Invite in Toronto, now proudly named the Cwench World Invite. Since its inception in 2016, the Next Gen Series has set the standard in organizing tournaments that forge lasting memories, friendships, and experiences for young athletes. The introduction of Cwench Hydration as the title sponsor is poised to further this legacy.

Expanding its reach, the Cwench Hydration Next Gen Series now boasts events in a host of prestigious locations including Montreal, Nashville, Charleston, Boston, Toronto, Chicago, Vancouver, Las Vegas, Los Angeles, Vermont, and even Innsbruck, Austria, making it a truly global phenomenon.

Chris Masters, a spokesperson for the series, expressed his enthusiasm for the partnership: "Cwench Hydration is not just our new title sponsor; they're our partner in elevating the Next Gen Series to new heights. Together, we're committed to crafting unparalleled experiences for our players, coaches, and teams, redefining excellence in hockey tournaments."

Echoing this sentiment, Tucker Wright, President and Chief Commercial Officer of Cizzle Brands, the umbrella company for Cwench Hydration, shared his vision for the collaboration: "At Cizzle Brands, we're thrilled to fuel the next generation of athletes through our partnership with the Next Gen Series. Cwench Hydration is designed to meet the demanding needs of young athletes, ensuring they're well-hydrated and at

their peak performance. We believe in the power of sports to transform lives, and through the Cwench Hydration Next Gen Series, we're excited to be a part of that journey."

This partnership is more than a sponsorship; it's a commitment to the future of sports, emphasizing health, hydration, and peak performance. The Cwench Hydration Next Gen Series is set to redefine what it means to compete, bringing a new level of excellence to hockey tournaments worldwide.

### **About Cwench Hydration**

Cwench Hydration, a leading brand under Cizzle Brands, is dedicated to providing healthy and innovative hydration solutions for athletes. With a focus on quality, performance, and nutrition, Cwench Hydration offers products designed to meet the rigorous demands of sports and active lifestyles.

[www.cwenchhydration.com](http://www.cwenchhydration.com)

### **About the Next Gen Series**

Founded in 2016, the Next Gen Series has quickly become the industry leader in creating memorable and competitive hockey tournaments. With a focus on experience, sportsmanship, and competition, the series offers young athletes a platform to showcase their talents on a global stage.

[www.cwenchnextgenseries.com](http://www.cwenchnextgenseries.com)

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