



PRESS RELEASE

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FOR IMMEDIATE RELEASE

Official Water of The Cowtown

(Fort Worth, Texas) – The Cowtown Marathon has announced INHALE Superoxygenated Water as the official water for all race distances at The Cowtown February 22-23, 2025, at Will Rogers Memorial Center. As the official water of The Cowtown, INHALE will be providing athletes with recovery hydration that has seven times more oxygen content than regular water. There are no other additives to INHALE, just extra oxygen.

The science behind the product allows INHALE® to increase cardiac efficiency by providing cells with direct energy in form of immediately bio-available oxygen. This also helps increase breath recovery post-race.

"The Cowtown is excited to offer this unique product to our runners and to welcome INHALE as the sponsor of both our Reunite and VIP areas. It will be an upgrade to the overall Cowtown experience," said Cowtown Executive Director Heidi Swartz.

Athletes can expect **cans** of INHALE to be offered at the finish line, a shift from bottled water.

Ian Mitchell, Founder and Chief Executive Officer at INHALE said, "We are beyond thrilled to be the official water sponsor for the 2025 Cowtown race and want to thank Heidi and her team for putting together such a wonderful event. I can't think of a better place to showcase what we're doing to support peak performance and to take some time to preview our next product release at this year's Expo."

The Cowtown Health and Fitness Expo is open on Friday, February 21 from 11:30 a.m. to 7:00 p.m. and again on Saturday, February 22 from 6:00 a.m. to 5:00 p.m.

ABOUT INHALE: INHALE Superoxygenated Water is a revolutionary hydration solution designed to support athletic performance, recovery, and cognitive function. With seven times the oxygen concentration of regular water and no additives, INHALE enhances breath recovery, increases endurance, and promotes overall well-being. INHALE is backed by science and dedicated to redefining hydration for health-conscious, performance-driven individuals. Learn more at www.inhalehydration.com.

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ABOUT THE COWTOWN: The 47th running of The Cowtown will take place on February 22 -23, 2025 at Will Rogers Memorial Center. Run annually, The Cowtown is a Fort Worth tradition and an international destination sporting event. In person races include the Adult 5K, Kids 5K, 10K, Half Marathon, Full Marathon, and Ultra Marathon. Virtual options to run all distances are available. Proceeds from The Cowtown benefit the C.A.L.F. Program. The Cowtown 2025 is presented by Baylor Scott & White All Saints Medical Center – Fort Worth.

The Cowtown C.A.L.F. (Children’s Activities for Life and Fitness) Program: Since 2009, The Cowtown's C.A.L.F. Program has been inspiring kids across North Texas to fall in love with fitness. Each year, we visit over 100 schools to teach students proper running techniques and share tips on staying healthy—like keeping hydrated, eating right, and staying active. Through our school grant program, we help children from low-income families by providing them with properly fitted running shoes and affordable race entry fees. Thanks to this program, more than 60,000 kids have achieved the incredible milestone of running a 5K in the last 15 years.

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