

SNZ Announce Loaded as Official Hydration Provider

1 June 2016

Softball New Zealand are thrilled to announce an exciting new partnership with sports drink provider Davies Foods.

This new partnership promotes Davies Foods and Loaded Electrolyte Sports Drink as the official hydration provider for Softball New Zealand and our national male and female programmes. The opportunity will ensure national representatives have access to and are fuelled by the electrolyte drink keeping them at the top of their game.

Davies Foods a privately owned New Zealand company produces a number of hydration and beverage products including Demon Energy, Loaded Sports Drinks, Zero Water, NOS Energy, and Pure Energy. Loaded, their premium brand of Electrolyte Sports Drink, will fuel and enhance the performance of national players and teams.

SNZ CEO, Tony Giles says the partnership is a perfect fit for both organisations. "SNZ are extremely pleased to align with another high end product in Loaded Sports Drink. The international softball environment is extremely competitive and an unforgiving environment, it is imperative we arm and support our national teams with the highest calibre electrolyte drinks available allowing them to perform at their best. Davies Foods and Loaded Sport Drink allows us to do just that".

Paul Nolan, CEO of Davies Foods, "We are pleased to be able to assist SNZ national teams with our premium hydration product, Loaded Electrolyte Sports Drink. Loaded contains a perfect mix of electrolytes and energy to assist athletes to perform at their peak. We wish all the representative teams the best of luck".

The game is on the rise with membership steadily increasing on an annual basis. National teams are extremely active with upcoming international tours and world championship campaigns. July will see five national teams head offshore to compete in world championships and invitational tournaments.

The Temperzone Junior Black Sox head to Midland Michigan in for the World Championships and the New Zealand White Sox will compete at the World Cup in Oklahoma before heading to their World Championships in Vancouver, Canada. The Junior White Sox head to Hawaii for the Hawaiian invitation and the U17 Boys and Girls Emerging Sox teams head to the International Friendship Series in Australia. In addition the Golden Homes Black Sox will tour Venezuela in November.

A two year partnership has been signed between SNZ and Davies Foods with terms not disclosed at this time.