

Healthy Jocks' ABC+ Fact Sheet

- Healthy Jocks officially opened their doors for business on January 1, 2016, in Springfield, MO.
- The company was started by Wes Hannaford. Along with the help of longtime colleague Connor Edge, the two young entrepreneurs operate Healthy Jocks.
- The company employs 50 people at their headquarters in Springfield.
- Healthy Jocks added ABC+ to the product line in May 2016.
- Wes and the crew at Healthy Jocks have had a passion for sports their entire lives, and have done their part to sustain healthy lifestyles. Wes in particular was always complimented for looking great and being in healthy shape, no matter what sport he was participating in. Finally after his playing days were over, Wes decided to turn his attention to other athletes and giving them the assistance needed to maintain a healthy body and lifestyle, by creating a sports drink called ABC+.
- ABC+, standing for *Assist, Build, Conquer and More*, is formulated to give athletes the nutrients needed to keep a healthy body even while participating in rigorous activity.
- ABC+ is conveniently packaged in 20 ounce bottles making it easy for athletes to keep with them before, during, or after the game.
- ABC+ is also packaged in gallon jugs, making it available for teams to have at practices or on the bench during games.
- For the month of May 2016, for each gallon of ABC+ purchased, Healthy Jocks will donate \$1.00 to the ALS Association of America – Springfield Branch. Wes lost his uncle and one of his biggest supporters to ALS, and the foundation has provided a tremendous amount of support to him and his family over the years.

