

The logo for Nature's Bakery features the words "nature's bakery" in a lowercase, brown, sans-serif font. The text is enclosed within a light blue, rounded rectangular border that has a slight drop shadow effect.

ENERGY FOR LIFE'S GREAT JOURNEYS™

FOR IMMEDIATE RELEASE

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Nature's Bakery named title bar sponsor for Big Blue Adventure

RENO, Nev. (June 11, 2014) – Nature's Bakery, an all natural on the go snack foods company, has signed on with Big Blue Adventure to fuel over 40 plus human powered sports and special events in the Northern California/Reno/Tahoe/Truckee region for the 2014 season.

"This is our backyard and to be part of so many amazing events like the Donner Lake Triathlon, XTERRA Lake Tahoe and many others, that brings in athletes from all over to this beautiful area is a culture Nature's Bakery wants to be a part of and proud to be a part of," Dave Marson, owner and founder of Nature's Bakery said.

Nature's Bakery will be providing bars and a booth presence at many of the Big Blue Adventure events which range from, mountain biking, trail running, swimming, marathons and paddle boarding.

"We are excited to fuel athletes for races that range from family friendly 5k's to endurance events like the Lake Tahoe Triathlon," said Marson. "We are lucky to have our backyard as Tahoe and we are even more lucky to be able to fuel such amazing events."

This is the first time Big Blue Adventure and Nature's Bakery have teamed up.

"We are excited to have Nature's Bakery as a partner. Their products are all natural and good fit for our participants, staff, and volunteers and they taste great too," said Todd Jackson, Director of Big Blue Adventure.

When all is said and done, Nature's Bakery will have fueled over 5,000 athletes and over 10,000 spectators.

The next event for Big Blue Adventure and Nature's Bakery event is the Donner Lake Triathlon at 8:00 a.m., July 26th and 27th at West End Beach, Donner Lake/Truckee. Followed by the Lake Tahoe Triathlon at 8:00 a.m., August 23rd and 24th, 2014 at Sugar Pine State Park on Tahoe's famed West Shore.

For more information or to register of upcoming Big Blue Adventures events, visit

<http://www.bigblueadventure.com>

For more information on Nature's Bakery, please visit www.NaturesBakery.com.

Established in 2010, Nature's Bakery is a family-owned and operated producer of convenient all natural snacks and food. As a healthy active lifestyle brand, we believe in keeping things simple, having fun, and achieving balance in life through nature, activity, nutrition and community. The Nature's Bakery flagship

product line of Fig Bars is available in a variety of 10 flavors and made with no HFCS, artificial flavors, colors, or preservatives. Nature's Bakery bars are certified Kosher. Vegan, dairy-free, cholesterol free, contain 0-Grams Transfat and are Non-GMO Project Verified. The products can be found in participating retailers throughout the United States, Canada, Mexico, Poland and other select countries. Visit our store locator at www.naturesbakery.com/store-locator to find a retailer near you. For information on Nature's Bakery, visit www.naturesbakery.com. Join our growing community of active health conscious fans on [Facebook](#), [Twitter](#) and [Instagram](#).

Big Blue Adventure, LLC (BBA) is an event productions, management, and marketing company based in Lake Tahoe. BBA provides professional services to corporations and associations that wish to meet their business goals through special events. BBA focuses on the development, promotion and implementation of popular sports and special events, ensuring that participants, sponsors, spectators, and the media are rewarded with the best possible experience. For more information visit www.bigblueadventure.com

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