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## MEDIA ADVISORY

### **Paula Findlay joins the IMMUNITY-FX® team as brand ambassador for healthy, active lifestyles**

*Edmonton's Afexa Life Sciences sponsors Edmonton triathlete Paula Findlay for a winning combination*

EDMONTON, July 8, 2011 – Afexa Life Sciences is proud to announce the designation of record-holding World Champion Series Canadian triathlete Paula Findlay as ambassador for its product IMMUNITY-FX. As an Official Supplier to Canada's Olympic athletes, and Certified for Sport™ by NSF International, IMMUNITY-FX is a daily immune system supplement that is a natural solution to today's busy lifestyles.

"I'm very excited to be supported in my training and competition by IMMUNITY-FX," says Findlay. "I use the product every day to stay at peak health during the busy competition season, so it's great to have IMMUNITY-FX behind me. The fact that IMMUNITY-FX is also the presenting sponsor of the Edmonton ITU Triathlon World Cup is a great show of their commitment to the sport of triathlon, and to elite sport in Canada."

Athletes have to stay healthy to be able to train consistently, but their intense workouts take a toll on their immune system. IMMUNITY-FX responds to this need as a natural supplement clinically proven to help balance the body's immune system in an optimum way. "Paula embodies all the qualities IMMUNITY-FX represents," says Tracey Ramsay, Chief Marketing Officer and Senior Vice President of Sales at Afexa Life Sciences. "Her vitality, health-consciousness, and her interest in a career in medicine are consistent with our focus on providing natural health and wellness products to Canadians that make a difference in their daily lives and are supported by strong science and clinical research.

The 2011 Edmonton ITU Triathlon World Cup presented by IMMUNITY-FX will be Paula's homecoming, after having shocked the world in winning five of her last six World Championship Series races, including all three this season. The women's World Cup race is July 10, 2011 at 1:30 pm; the men's World Cup race is July 10, 2011 at 3:45 pm MT.

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### **About IMMUNITY-FX®**

New IMMUNITY-FX is a daily supplement formulated to help you feel stronger and stay healthier, everyday, by supporting the immune system. The two scientifically proven active ingredients in IMMUNITY-FX work complementarily to strengthen your immune system and enhance your overall health and wellness. Formulated for people who are proactive about their health, and Certified for Sport™ by NSF International, IMMUNITY-FX is an Official Supplier to the Canadian Olympic Team and proud sponsor of the record-holding World Champion Canadian triathlete Paula Findlay. Fuel up your immune system and hit the road.





Feel stronger. Stay healthier. Everyday.

For more information, please visit [www.immunity-fx.ca](http://www.immunity-fx.ca)

You can also follow us on Facebook – Immunity-FX and Twitter @immunityfx

### **About the Edmonton Triathlon Academy**

The Edmonton Triathlon Academy (ETA) is the legacy of a decade of highly successful hosting of international triathlon events. The Edmonton Triathlon Academy was created to be a centre of excellence for athletes wishing to reach their highest potential within a strong community support structure. As a result, the ETA is the organizer of the 2011 Edmonton ITU Triathlon World Cup presented by IMMUNITY-FX. The Edmonton ITU Triathlon World Cup is one of eight world cups owned by the International Triathlon Union and is an integral part of the Olympic Games qualifying system. The 2011 event is of particular importance as part of the London 2012 qualifying system being one of only three world cups in the America's region.

The World Cup receives national and international television and media coverage and will be tape delayed broadcast July 23, 2011 on the CBC Network.

For more details on the festival weekend, go to [www.edmontontriathlonacademy.org](http://www.edmontontriathlonacademy.org)

You can follow us on Twitter - @edmtriathlon or Facebook - Edmonton Triathlon World Cup.

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