



Floyd's of Leadville Racing and Reed's Inc. announce team sponsorship

Reed's product sampling will be featured at select events and the Team will race in Reed's custom branded helmets for 2022.



Leadville, CO – 3/3/22 – [Floyd's of Leadville Racing](#) and Reed's, [Inc.](#) join forces to bring distinctive healthy refreshment to the off-road racing circuit. Offering cyclists a natural and REAL ginger experience, Floyd's of Leadville Racing will offer free samples of Reed's Ginger Ale, Shots, Ginger Beer and Candies at select off-road events throughout the 2022 racing season.

"After a race or after hours, most cyclists are looking for healthy refreshment. Why drink artificially sourced beverages, when you can drink Reed's- made with fresh ginger and natural ingredients," said Lindsay Martin, VP of marketing, Reed's Inc. "Nothing beats a crisp, clean Reed's Real Ginger Ale or Ginger Beer after a challenging ride. We are excited to partner with Floyd's of Leadville Racing to deliver refreshment and reinvigoration when it's most needed. Reed's aims to be the go-to drink at select races."

"It's a great feeling when you've made it to the finish of a race," remarked team racer and sponsor Floyd Landis. "Having Reed's Ginger Ale with us allows us to share the race experience and trade stories over an ice-cold Reed's".

All Reed's products are made with real ginger with other natural ingredients contains nothing artificial.

FLOYD'S OF LEADVILLE RACING 2022
FOR IMMEDIATE RELEASE



2021 Unbound XL Champion and Floyd's of Leadville Racing member Taylor Lideen offers, "We are very proud to represent Reed's and work toward our goal in finding common ground with the other racers and fans. We think we can do this even more effectively with Reed's help. It's our privilege to represent the Reed's brand."

The kick-off event for Floyd's of Leadville Racing and Reed's Ginger Ale will be at the [Southeast Gravel Series #1 – Gravel Battle of Sumter Forest in Clinton, SC on March 5th](#). The team will be offering product samples of Reed's Ginger Ale at their expo booth (adjacent to the Reed's Green Machine- sampling truck) and will compete in custom wrapped [Kask Protone](#) helmets.

Floyd's of Leadville Racing can be found online at: www.floydsofleadvilleracing.com

Reed's Ginger Ale and Ginger Beer can be found online at: <http://www.drinkreeds.com>

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