Poland Spring® and Professional Marathoner Josh Cox are Dedicated to Helping Runners Perform at their Best

NEW YORK, Nov. 1, 2011 /PRNewswire/ -- Josh Cox and Poland Spring® Brand 100% Natural Spring Water are lacing up and heading to the starting line at the renowned ING New York City Marathon 2011, the New York Road Runners' premier event. Poland Spring has teamed up with elite marathon runner Josh Cox to promote a highly-valued vision of healthy living habits, including fitness and hydration.

Josh Cox will be at the ING New York City Marathon Health and Fitness Expo from November 4-5 at the Jacob Javits Convention Center in New York City. Cox, the American record holder in the 50K, four-time U.S. Olympic Trials qualifier and three-time U.S. National Team member, will be at the Poland Spring Brand booth sharing his hydration tips and expert training advice. Specifically, he will offer his advice about personal training regiments, healthy hydration habits and injury prevention – highlighting the belief that when you start with something better, you finish better.

As a seasoned professional, Cox is no stranger to the necessity of consistent hydration as he trains to run any physically demanding race. "Water is nature's way to stay properly hydrated without consuming any calories," says Cox. "Water consumption is essential to all athletes and Poland Spring is an important part of my workout routine." Cox's strenuous routine includes running up to 140 miles per week.

Poland Spring Brand 100% Natural Spring Water has supported various running events for over 30 years, including the upcoming ING New York City Marathon on Sunday, November 6, where the water will be supplied at the starting line and along the course at official fluid stations beginning at mile three. "We are proud to be the official bottled water sponsor of the ING New York City Marathon," says Angela Barile, Group Marketing Manager, Nestlé Waters Regional Spring Water Brands. "We know how important it is for runners to stay hydrated, and we're excited to help this year's runners go the distance."

Throughout the training season, Poland Spring supported and inspired runners through the Marathon Runner's Resource, a website developed for Poland Spring where runners can gather training and hydration tips from Josh Cox, learn about local running events and keep track of their personal progress.
About Nestle Waters North America

With 35-years of experience with healthful hydration in the bottled water segment, Nestle Waters produces six regional spring water brands in the U.S., distributes three international brands, and produces Nestle® Pure Life®, its nationally distributed purified bottled water. Sales for Nestle Waters North America topped $4 billion in 2010. The company's dedication to quality, employee development, seeking to bring shared value to communities, and its commitments to environmental stewardship, especially in the areas of water use, energy and packaging, has led Nestle Waters to the number one bottled water position in the U.S.

About the ING New York City Marathon

The premier event of New York Road Runners, the ING New York City Marathon is one of the world's great road races, drawing some 140,000 applicants. The race attracts many world-class professional athletes, not only for the $800,000 in prize money, but also for the chance to excel in the media capital of the world before two million cheering spectators and a worldwide broadcast reach of 330 million. As any one of the more than 875,000 past participants will attest, crossing the finish line in Central Park is one of the great thrills of a lifetime. For more information, visit http://www.ingnycmarathon.org/.

About the New York Road Runners

Headquartered in New York City, New York Road Runners is dedicated to advancing the sport of running, enhancing health and fitness for all, and meeting our community's needs. Our goal is to use the expertise acquired in our 53-year history to empower all people to live fitter, healthier lives through participation in our races, community events, instruction and training resources, and youth programs. Our races and other events draw more than 300,000 people each year. The ING New York City Marathon, NYRR's premier event, is the largest and most inclusive marathon in the world, attracting the world's top professional runners every year and raising $30.8 million for charity in 2010. NYRR's running-based youth programs, which currently serve more than 100,000 children in hundreds of schools and community centers, promote children's health and fitness, character development, and personal achievement in underserved communities. For more information, visit http://www.nyrr.org/.

Related links: http://www.polandspring.com/


Source: Poland Spring Brand 100% Natural Spring Water