



FOR IMMEDIATE RELEASE

Sore No More Pain Relief Proudly Sponsors the 2024 Duke City Marathon

Albuquerque, NM – June 27, 2024 – Sombra Wellness Products, with our premier product Sore No More Pain Relief, is thrilled to announce our sponsorship of the 2024 Duke City Marathon. Held annually in October, the Duke City Marathon is ranked as one of the Top 25 Marathons in the world and stands as New Mexico’s premiere and longest-running fitness event. As the state’s only Boston Marathon Qualifier, this year marks the 41st running of the event on Sunday, October 20.

Participants have seven races to choose from, including the Marathon, Marathon Relay, Half Marathon, 10K Run, 10K Walk, 5K Run, and 5K Walk. The excitement kicks off a day early with the Health & Fitness Expo on Saturday, October 19, where attendees can find the Sore No More Pain Relief booth among many other great vendors.

The Duke City Marathon attracts over 15,000 people each year, including participants, spectators, sponsors, volunteers, friends, and family. “Sore No More has been with us for nearly 20 years,” said Duke City Marathon Founder and Race Director Tico Navarro. “We love the support they provide, not only for the race itself, but for all of our participants with their terrific, New Mexico-made products.”

Brian Riley, COO of Sombra, shared his enthusiasm for the event, saying, “We are honored to continue our long-standing partnership with the Duke City Marathon. Our commitment to promoting health and wellness aligns perfectly with the spirit of this incredible event, and we look forward to supporting all the runners, walkers, and fitness enthusiasts with our Sore No More Pain Relief products.”

Lisa Mascareñas, Marketing Director of Sombra, expressed her gratitude, saying, "We are incredibly grateful for our nearly 20-year partnership with the Duke City Marathon. It's an honor to support such a prestigious event and contribute to the health and wellness of its participants with our Sore No More Pain Relief products."

For more information about the Duke City Marathon, visit www.dukecitymarathon.com To learn more about Sore No More Pain Relief, visit www.SoreNoMoreUSA.com

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