



## **FOR IMMEDIATE RELEASE**

### **Sombra Wellness Products Extends Sponsorship with University of New Mexico Athletics**

**Albuquerque, NM – June 25, 2024** – Sombra Wellness Products is proud to announce the renewal of its sponsorship contract with the University of New Mexico (UNM) Athletics for another three years. This extension marks a continued partnership that has been in place since 2014, highlighting Sombra's commitment to supporting local institutions and fostering community engagement through sports.

Under this agreement, Sombra Wellness Products will continue to provide the UNM Athletic Department with a range of high-quality, New Mexico-made products, including Sombra Warm Pain Relief and Sombra Cool Pain Relief. These products have become essential in maintaining the health and well-being of UNM athletes, contributing to their success both on and off the field.

"We are thrilled to extend our partnership with the University of New Mexico Athletics," said Brian Riley, COO of Sombra Wellness Products. "Supporting our local university and contributing to the success of its athletic programs is a source of immense pride for Sombra. Our products are designed to help athletes perform at their best, and we are honored to continue this relationship."

The University of New Mexico Athletic Department has consistently expressed appreciation for the support and quality of Sombra's products. "Sombra Wellness Products has been a reliable partner for the past decade," said Bob Waller, Assoc. A.D. for Health and Performance at UNM. "Their commitment to providing top-notch wellness products has been invaluable to our athletes' performance and recovery. We look forward to continuing this beneficial partnership."

This sponsorship renewal underscores Sombra Wellness Products' dedication to community involvement and excellence in product quality. As a local company, Sombra is committed to contributing to the well-being and success of New Mexico's residents and institutions.

#### **About Sombra Wellness Products:**

Sombra Wellness Products is a leading provider of natural pain relief solutions and wellness products. Founded in New Mexico, Sombra is dedicated to creating high-quality, effective products that promote health and well-being while proudly made in New Mexico for over 50 years.

For more information about Sombra Wellness Products, visit [www.sombraUSA.com](http://www.sombraUSA.com) and [www.SoreNoMoreUSA.com](http://www.SoreNoMoreUSA.com)

For details about the UNM Athletics, visit <https://golobos.com/>

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