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MEDIA RELEASE

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HEADLINE: Fixx Nutrition expands its Australian marathon partnerships roster following ASICS Gold Coast Marathon extension

Burleigh Heads, QLD - Following the announcement of its three-year partnership extension with the ASICS Gold Coast Marathon, leading Australian sports nutrition brand Fixx Nutrition has expanded its commitment to endurance sport across Australia, securing new partnerships with major marathon events nationwide.

Fixx Nutrition will now serve as the Official Hydration Partner for the [Brisbane Marathon](#), [Sunshine Coast Marathon](#), [Cairns Marathon](#), [Hobart Marathon Festival](#) and the newly launched [Hervey Bay Half Marathon](#) from 2026 to 2028.

These additions build on Fixx Nutrition's growing national portfolio, which already includes the [Gold Coast Marathon](#), [Canberra Marathon](#), and [Ballarat Marathon](#), reinforcing the brand's leadership in fuelling endurance athletes with all-natural, high-performance nutrition.

"Our vision has always been to support athletes at every stage of their journey, whether this be the amateur runner participating in local fun runs to the country's most iconic marathons," said Jan Buchegger, Co-founder of Fixx Nutrition.

"This expansion of event partnerships represents not only our growth as a brand but also our commitment to Australia's vibrant running community. As passionate runners ourselves we love the fact that our brand is associated with some of the country's most iconic activities and we look forward to cheering on runners from the sidelines to achieve whatever their goal may be - from a PB to simply finishing their first marathon."

Earlier this year, Fixx Nutrition announced it had extended its ASICS Gold Coast Marathon partnership until 2027, continuing as the Official Electrolyte and Gel Partner and securing naming rights for the 'Fixx Nutrition Gold Coast Double 63.3km', the ultimate two-day endurance challenge combining the half and full marathon distances.

Founded in 2017 by Jan and Michelle Buchegger, Fixx Nutrition has built a strong reputation for its all-natural, vegan-friendly, and gluten-free products developed and manufactured at its Burleigh Heads headquarters. With growing domestic and international distribution, the brand continues to lead Australia's performance nutrition movement with its innovative, natural approach to endurance fuel.

Following this call, they embarked upon a journey to trial the benefits of using a humble jar of pickle juice to improve athlete performance. [CrampFix](#)® was the end of this journey and is now its signature product, offering fast relief from muscle cramps. They began testing their specially formulated, all-natural pickle juice concoction on a team of professional rugby union players, with the aim of lengthening their on-field performance time by eliminating muscle cramps.



Fast-forward to today and CrampFix® is sold in 1000+ retailers in Australia, and across the globe - recently launching in the US via the world's leading sports nutrition website, [The Feed](#), with Fixx Nutrition expanding its range to include multiple sports nutrition products including [hydration fuel](#), [energy gels](#), [recovery drinks](#) and more.

They are also Informed Sport Accredited and have been tested for banned substances

About Fixx Nutrition:

Fixx Nutrition offers a range of all-natural, functional nutrition solutions, all are made in our own Burleigh Heads based manufacturing facility in Queensland, Australia. We're driven by an obsession to innovate and offer our customers highly effective products that help improve their lives.

Founded in 2017, offering customers highly effective all-natural products that will help improve their lives. All products are developed and manufactured in their Burleigh Heads-based HACCP-accredited production site in Queensland.

CrampFix is our signature product which offers very fast relief from muscle cramps. Originally developed for professional rugby players, CrampFix is sold in 1000+ retailers in Australia and is exported to 15 countries. The sports range is used by many professional teams, including the Wallabies, UK Cricket & Football, and the Springboks. The range also includes a product for rapid relief of non-exercise-related muscle cramps.

In November 2020, we broadened our product range with the development and launch of a sports fuel range for endurance athletes. Fixx Nutrition was recently appointed as Official Sports Nutrition Partner for the iconic Gold Coast Marathon beginning from 2022. They were also named the official nutrition partner of the Canberra Times Marathon Festival from 2022.

To learn more, visit fixxnutrition.com

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