



MUC-OFF ANNOUNCE PARTNERSHIP WITH HIGH FIVES FOUNDATION

POOLE 11.07.22 FOR IMMEDIATE RELEASE — Muc-Off, the global leaders in bicycle and motorcycle care and performance, are proud to announce their new partnership with High Fives Foundation.

The High Fives Foundation helps injured and paralysed outdoor action sports athletes to get back doing what they love, by supporting their recovery, as well as educating current athletes about how to prevent life-changing injuries before they happen. This 501(c)3 non-profit organisation have been raising funds to help injured individuals since 2009, paying for adaptive sports equipment, providing financial support for rehabilitation resources, and launching campaigns to raise awareness of injury prevention, helping individuals to think differently about the safety of their sport.

Muc-Off will be supporting five High Fives Foundations camps this year. This includes one motorcycle event Motodemption, a two-day camp where their athletes, professional guests like Doug Henry, and one annual grant winner come together to ride adaptive dirt bikes and specially modified buggies around Leadville Motocross Park in Leadville, Colorado. Muc-Off will also be supporting 4

Active Bike Camps, including Return to Dirt Camp, Tahoe Bike Day and Sky Tavern Bike Day where athletes meet and ride five categories of adaptive mountain bikes.

This is an exciting opportunity for Muc-Off to support initiatives that are meaningful within the motorcycle, mountain bike and UTV communities. The brand will be supplying their range of clean, protect, and lube products, to make maintaining the athlete's bikes and motorcycles, as easy as possible. It can cost thousands to adapt these machines to suit each rider and their unique requirements, meaning keeping them well looked after is particularly important.

"It's thanks to the invaluable work of the team at the High Fives Foundation, that so many athletes have been given the opportunity to get back doing what they love the most. I'm stoked that Muc-Off can support their work at these two events, keeping all the machines running smoothly and looking fresh." Alex Trimnell, CEO at Muc-Off.

"This is a really exciting partnership for the Foundation", says Roy Tuscan, CEO & Founder of High Fives Foundation. *"Bringing a brand like Muc-Off onboard to support us at these events is vital as we continue to grow and develop our programs in Mountain Biking, Motocross, and UTV. Being able to offer attendees with the best products out there really takes our programs to another level."*

High Fives Foundation focuses on preventing life-changing injuries and provides resources and hope if they happen. For more information, visit www.highfivesfoundation.org.