



**FOR IMMEDIATE RELEASE**

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## **Perfect Foods a Perfect Fit for America for Gold**

*Perfect Foods Nutrition Lends its Support to America's Athletes*

**COLORADO SPRINGS, Colo.** – *America for Gold* announced today that *Perfect Foods Nutrition* (*Perfect Foods*), a nationwide health and fitness organization, has joined its mission to assist American athletes training for international competition. *Perfect Foods* agreed to provide financial support, along with both nutritional supplies and organizational awareness, placing *America for Gold's* information on its popular "Perfect Foods Bars."

"Can you imagine having even a part-time job and trying to train at world caliber level?" said Bill Keith, President of *Perfect Foods*. "I was excited to learn *America for Gold* had launched this much needed effort to support our athletes. We are behind other countries internationally when it comes to funding American athletes, and as a former college basketball player, I understand what they go through and the support they need in order to succeed."

Athletes training for the Summer or Winter Games spend from \$12,000 to \$120,000 annually for costs associated with travel, training and living expenses. Out of all current *America for Gold* grant applicants, only one made a profit last year, at just \$3,000. The rest are in debt. With *Perfect Foods* on its side, *America for Gold* hopes to enhance the support it will be able to provide.

"*Perfect Foods* is providing us with a great opportunity for awareness among their loyal following of customers," said Kevin Montford, Founder and Executive Director of *America for Gold*, and one of *Perfect Foods'* first clients. "I used to bring boxes of Perfect Foods Bars to my team back when I was

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a member of the U.S. Naval Pentathlon National Team. I'm glad we are reuniting now in support of our athletes, and I look forward to sharing booths with Bill and *Perfect Foods* at upcoming sporting events and expos."

*Perfect Foods*, a family-run business focused on pure ingredients, has been expanding since it began selling whole food products and concentrates. Its products can now be found in more than 11,000 locations nationwide, and last August, it was featured in *Triathlete Magazine*. With plans to distribute more than two million Perfect Foods Bars in 2009, a portion of proceeds will be donated to *America for Gold*.

To learn more about *America for Gold* or the many ways to help, please visit [AmericaForGold.org](http://AmericaForGold.org) .

### ***About Perfect Foods Nutrition***

Perfect Foods Nutrition is a nationwide health and fitness organization committed to sharing advanced research and dietary concepts for improving mental and physical health. Its purpose is to serve and inform customers about the benefits of "Whole Food Concentrates" and help individuals, families, and communities develop a healthier and better way of life. For more information, visit [PerfectFoodsBar.com](http://PerfectFoodsBar.com).

### ***About America for Gold***

America for Gold is a non-profit 501(c)(3) that aims to provide financial assistance directly to athletes through need-based grants. The organization is devoted to raising funds and awareness for America's able-bodied athletes and athletes with disabilities training for both Summer and Winter Games. For more information, visit [AmericaforGold.org](http://AmericaforGold.org).

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