

For Immediate Release

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Celadrin Tigerettes Defy Age Barriers Win 3rd Gold Medal at the Senior Olympics

Who said getting older leaves you out of the game?

KEARNY, NJ, JULY 24, 2007--If you saw them at the store you would think they were your typical grandmas, but if you saw them on the basketball court, you would witness some serious, aggressive athletes throwing elbows and sinking 3-pointers. In June 2007, the Celadrin Tigerettes (six senior athletes, ages 60-70) emerged victorious when they won their 3rd gold medal in the Senior Olympics held in Louisville, Kentucky.

The Tigerettes earned Senior Olympics gold in 1999, in Orlando, Florida and again in 2003, in Norfolk, Virginia. Member of the team, based in Baton Rouge, LA, include: Mavis Albin, Mary Bendsen, Wanda Blailock, Loretta Hill, Nikki Leader and Catherine "Kitty" Sparacello.

"We all started playing basketball when we were young and we've just stuck with it! Training is very important to maintain your stamina and muscle tone, but we also have our little secrets that help keep us going," said Mavis Albin, Celadrin Tigerettes team captain. "As a team, we believe in proper nutrition, daily use of nutritional supplements and an active lifestyle."

Being role models is not all the Tigerettes have in common with their more famous, and younger, counterparts in professional sports. In another sure sign of the times, they are the only senior Olympic team that has a corporate sponsor in Celadrin, marketed by Proprietary Nutritionals, Inc. In fact members of the team will be autographing photos at the Pacific Rainbow International booth # 17013 during this year's SupplySide Show, Nov. 6-8.

Celadrin Joint Flexibility & Relief is an all-natural, proprietary ingredient that has been clinically proven to promote joint health, improve flexibility and mobility. With the sponsorship, not only are the ladies given the opportunity to play a game they love, but they have benefited from incorporating Celadrin into their daily nutritional regime.

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Since the early 1990s, these amazing women have accumulated five Olympic gold medals, and more than 54 state and regional medals. The Celadrin Tigerettes have compiled a Michael Jordanesque record of 149 wins against a mere three losses while barnstorming the country to compete against other mature cagers. Along the way, they have become role models – not only for their peers, but for younger people who find inspiration in their prowess.

With a spring in their step and smiles on their faces, these senior athletes practice three times per week. Their sessions include stretching, weight training, and pick-up games with the young men at the gym. Through diet and exercise, the Celadrin Tigerettes are able to prepare their minds and bodies for the rigorous travel and intense competition. At their age, it's important to eat healthfully and supplement their diets with vitamins and antioxidants.

“Diet and exercise is usually sufficient if you're in your 20s, but at our age, a little extra help is needed. The ladies and I do our research on what works for us. Supplements such as fish oil, omega-3s and Celadrin help prevent inflammation and stiffness. We also watch our diets and make sure we're getting enough whole grains, fruits, vegetables and protein. If we start making poor decisions it will show up on the court,” notes Albin.

These six competitors are right at home at the Senior Olympic Games. With their spirit and determination, it's no wonder they captured gold AGAIN!

Proprietary Nutritionals, Inc., a subsidiary of Pharmachem Laboratories, Inc., is located in Kearny, NJ. PNI markets Celadrin® Joint Flexibility & Relief, and other patented, scientifically proven, branded ingredients to the nutraceuticals industry. For further information, visit www.celadrininfo.com, or call 519/647-2071.

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