

## **CeeLo Green Steals the show with the most “Energetic” show at NACS Conference with +RED ELIXIR**

*Michael Ball hits a winning triple play for Chicago; Rolling out a winning combination of new products for +RED Elixir, a live CeeLo Green performance and an unforgettable showcase of the new Ultracor luxury activewear line all at the NACS show on October 18th!*

### **Chicago, IL, October 18, 2017**

+RED ELIXIR partnered with CeeLo Green to roll out some of the most innovated new formulations in the functional drink market at the 2017 NACS show, with a live broadcast a special performance with the Grammy award winning artist. The performance was live to the lucky audience members who were fortunate enough to attend in person, amidst sipping on +RED Elixir beverages made from a precise combination of botanical ingredients, natural caffeine from green coffee bean, vegetable extracts, and a low glycemic sweetener. Those who couldn't not attend in person were able to view the show on digital platforms such as Facebook and Youtube, and audiences with Apple TV & Roku were able watch the performance free on the +RED ELIXIR Channel on the KNEKT tv Network.

+RED ELIXIR is revolutionizing the functional beverage category with a new high-performance elixir that increases endurance, optimizes performance and elevates power levels naturally, with no artificial colors, flavors or sweeteners. This powerful blend was created after more than five years of formula development, clinical studies, and technological innovations, under the guidance of founder Michael Ball, the creative force behind global brands Rock & Republic, revolutionary luxury activewear line Ultracor and pro cycling's Rock Racing. In 2007 he embarked on a quest to fill a nutritional void in the beverage industry fueled by the performance demands of his two worlds – fashion and sports.

*"As a former track cyclist, I knew first-hand the physical punishment athletes endured and the depletion they felt on a daily basis, I watched as athletes and fashion executives alike reached for sugary, chemically caffeinated or artificially sweetened drinks to boost power levels. Michael Ball, CEO, +RED ELIXIR*

For the second year in a row, CeeLo Green joined the **NACS** Show at the +RED ELIXIR Booth, and this time he performed for fans along side other exhibitors who were happy to partake in enjoying the music and healthy beverages while viewers from around the globe tuned in live. NACS is the

convenience and fuel retailing industry's premier event, attracting more than 23,000 people from around the globe.

*"I am honored and exciting to be producing content with these 2 amazing companies and the audiences repose to both Ultracor & +RED Elixir proves that people crave high performance athletic wear and functional nutritional vs sugar water"- Kent Speakman, CEO & Producer, KNEKT TV "This was a winning combination of the core values we built KNEKT around."*

KNEKT.tv is focused on improving the world by connecting audiences with shows that inspire, and bring awareness to social causes as well as enhancing and enriching the lives of its viewers with informative health and wellness content.

To watch the show, visit [www.Facebook.com/PlusRedElixir](http://www.Facebook.com/PlusRedElixir) or visit the +RED Elixir channel on the [www.KNEKT.tv](http://www.KNEKT.tv) network on your Apple TV, Roku, iOS or Android device.

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### **About +RED ELIXIR**

+RED ELIXIR is revolutionizing the functional beverage category with a new high-performance elixir that increases endurance, optimizes performance and elevates power levels naturally, with no artificial colors, flavors or sweeteners. After more than five years of formula development, clinical studies, and technological innovations, +RED is redefining the functional drink market with a new category — the Power Elixir®. It is a convergence of power, hydration, and nutrition for optimal performance. It is the fuel for the new revolution and the beginning of a movement for better taste, better health, and better performance.

[REDElixir.com](http://REDElixir.com) ([www.REDElixir.com](http://www.REDElixir.com) | @PlusRedElixir).

### **About KNEKT**

KNEKT.tv is a Los Angeles based live production company producing world class live and pre-recorded HD broadcasts from exclusive events, concerts, performances, charity galas, fundraisers and red carpet shows. Clients & partners range from top charting recording artists to Fortune 500 Companies and charities. KNEKT provides cutting edge HD live broadcasting services as

well as non-broadcast recorded content, feature film and television production. KNEKT partners with agencies, brands and event producers to create the next level of fully integrated branded entertainment content, on premise activations, and in-video stream advertising during our live and pre-recorded television events.

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