



USO and Core Power Join Forces to Launch *Work Hard, Recover Harder* Campaign to Aid Troops and Military Families

Arlington, Va., December 15, 2020 – The United Service Organizations (USO), the nation's leading organization to serve the men and women in the U.S. military, proudly joins with [Core Power](#)® for its "Work Hard, Recover Harder" campaign, which wraps up at the end of this year. The program is designed to help the USO further its mission to strengthen America's military service members by keeping them connected to family, home, and country, throughout their service to the nation. During 2020, Core Power has donated \$75,000 cash and 2,400 bottles of its high protein shakes to the USO and has pledged to donate 15 cents per bottle of Core Power sold between April 1, 2020, and December 31, 2020, with a guaranteed minimum donation of \$75,000.

In honor of our nation's military heroes and front-line workers working hard to combat COVID-19, the USO worked closely with [fairlife, LLC](#), which produces Core Power, to support service members and their families during the pandemic. The company contributed 360 bottles of fairlife ultra-filtered milk and 9,120 bottles of YUP!®, its flavored milk, to aid the USO's ongoing food relief efforts. This commitment provides sustenance for military communities impacted by COVID-19 and helps build a generous inventory to support service members and their families across Washington, D.C., Virginia, and Maryland.

"It's uplifting to see a brand commit to upholding its values and provide such generous donations during a pandemic when many businesses are finding it hard to simply support themselves," said Chad Hartman, USO Vice President of Development and Corporate Alliances. "The USO is proud to join forces with Core Power, whose principles align so well with ours. We are pleased to offer a program that empowers the public to stand behind our front-line heroes and encourages them to support the campaign."

People interested in supporting military families can visit [USO.org](#) for more information. Core Power products can be found online via e-commerce websites, or lookout for the prominent point of sale displays at grocery, retail, and convenience stores nationwide.

About the USO

The USO strengthens America's military service members by keeping them connected to family, home, and country, throughout their service to the nation. At hundreds of locations worldwide, we are united in our commitment to connect our service members and their families through countless acts of caring, comfort, and support. The USO is a private nonprofit organization, not a government agency. Our programs, services, and entertainment tours are made possible by the American people, the support of our corporate partners, and our dedicated volunteers and staff. To join us in this vital mission and learn more about the USO, please visit [USO.org](#) or follow us on [Facebook](#), [Twitter](#), and [Instagram](#).

About Core Power®

Core Power® is a brand of high protein shakes produced by [fairlife, LLC](#) to support post-workout recovery. The ready-to-drink shakes are made using fairlife's patented cold-filtration system to concentrate the protein and some of the electrolytes naturally found in real milk, a natural source of high-quality whey and casein proteins. The brand offers a variety of high protein shake options. For more information about the various Core Power protein shakes, please visit [CorePower.com](#).

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