

# Boost Oxygen Is Trusted By Competitors At The Pikes Peak International Hill Climb

*Race car drivers, riders, support teams and organizers have Boost in-hand*

MILFORD, CT, UNITED STATES, June 20, 2018 /EINPresswire.com/ -- Since 2007, [Boost Oxygen](#) has been the #1 trusted brand worldwide. It's from around the world that world class automobile and motorcycle racers descend upon America's Mountain, Pikes Peak, in Colorado Springs, Colorado, to compete in [The Broadmoor Pikes Peak International Hill Climb](#) - what is referred to as the toughest mountain race on the planet. This year marks the 96th running of the 'Race to the Clouds' and the at-altitude setting makes for a unique and extremely challenging environment. Therefore, race teams choose to have Boost Oxygen on-hand to support them in their preparations and race day performance.



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We are used to elite athletes having a bottle of Boost to support their performance. These elite athletes are driving and riding high performance machines in a challenging at-altitude environment.”

*Rob Neuner, Co-Founder & Chief Executive Officer*

Tom Osborne, Chairman of The Broadmoor Pikes Peak International Hill Climb, says “Your product is invaluable to our staff and volunteers. I use it all the time when I am on the mountain. Thank you for supporting the Pikes Peak International Hill Climb.”

Boost Oxygen Co-Founder and Chief Executive Officer Rob Neuner says, “We are used to elite athletes having a bottle of Boost to support their performance. What makes this world class event unique is the combination of elite athletes driving and riding high performance machines, within a very challenging at-altitude environment, that requires them to have complete focus and razor-sharp reflexes during the race to an altitude of 14,115 feet; it's amazing what they do.”

Mr. Neuner also says, “It makes us extremely proud to know that our product allows the support teams to work on these cars and motorcycles during the lead-up to the race, the staff and volunteers to be more comfortable while staging the event, and for the drivers and riders to use it before and immediately after, truly validates our concept of making oxygen portable, convenient and affordable. We had race teams from around the globe pre-ordering Boost to have there on-site for their arrival into Colorado. It is this level of engagement and usage that led us to become an official sponsor; and we are very proud to be.”

The Broadmoor Pikes Peak International Hill Climb takes place on Sunday, June 24th and is preceded by a Fan Fest celebration in downtown Colorado Springs on Friday night, June 22nd. At this free event, fans can get up close and personal to meet top PPIHC qualifiers, watch freestyle motocross jumpers perform in the middle of Tejon Street, taste and vote for the best chili from a Fire Fighter Chili Cook-off and experience so much more during this 10-block street party. In cooperation with Colorado-based [Christy Sports](#), a ski and snowboard shop with locations through Colorado, Utah and Washington that chooses to exclusively carry Boost Oxygen, Boost will be available for purchase on-site at the Boost expo booth as many visiting fans do not fully appreciate or expect the negative effects of altitude.

Boost Oxygen is the worldwide leader of providing portable, lightweight, and affordable bottles of 95% pure oxygen in the retail consumer market. Professional athletes have had the opportunity to fuel their talent with oxygen for decades.

Now, athletes of all ages and competing in any sport can experience these same benefits for supporting their performance, recovery and results with Boost.

About The Broadmoor Pikes Peak International Hill Climb:

The Broadmoor Pikes Peak International Hill Climb (PPIHC), brought to you by Gran Turismo, also known as The Race to the Clouds, is an annual invitational automobile and motorcycle hill climb to the summit of Pikes Peak – America’s Mountain in Colorado, USA every year on the last Sunday of June. Founded in 1916 by Spencer Penrose (also the founder of The Broadmoor Hotel, Pikes Peak Highway and El Pomar Foundation), The Broadmoor PPIHC takes place on a 12.42 mile (19.99 km) public toll-road boasting 156 turns, while competitors climb 4,720 ft. (1,440 m.) from the 9,390 ft. (2,862 m.) Start Line at Mile 7 marker on the Pikes Peak Highway to the 14,115 ft. (4,300 m) Finish Line at the mountain’s summit. As the drivers climb toward the summit, the thin air slows reflexes and saps competitor’s mental and muscle strength in addition to robbing internal combustion engines of up to 30% of the power they are capable of at the Start Line. Competitors and vehicles must be in top shape and condition simply to finish, let alone win. The race is self-sanctioned and is the most diverse one day motorsports event in the world with everything from Sidecars, Motorcycles, and 1,400+hp EV & Unlimited Racers being able to compete in the same event. For more information, visit [www.ppihc.org](http://www.ppihc.org) and follow on social media: Facebook (@PikesPeakHillClimb), Twitter (@PPIHC), Instagram (@pikespeakhillclimb).

About Boost Oxygen:

Boost Oxygen is the #1 trusted brand of portable, lightweight 95% pure oxygen. Based in Milford, Connecticut, Boost Oxygen is a made in the USA product, available at retailers nationwide and



exported worldwide. Professional athletes, teams and organizations in the NFL, NHL, AHL, AFL, NCAA, Team USA choose Boost Oxygen; in addition to everyday athletes of all ages. For more information, images and studies about the benefits of oxygen, visit the website: [www.BoostOxygen.com](http://www.BoostOxygen.com). On social media, consumers post about their experiences on Facebook (@BoostOxygenUSA), Twitter (@BoostO2) and Instagram (@boostoxygen).

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