



The Concrete Cowboys Become the CON-CRĒT® Cowboys

CON-CRĒT Creatine Named Official Brain Health and Performance Partner of the New York Mavericks in New Multi-Year Partnership

BELMONT PARK, NY, UNITED STATES, August 12, 2026 /EINPresswire.com/ -- The [New York Mavericks](#) today announced a new multi-year partnership with Vireo Systems and its flagship brand, CON-CRĒT® Creatine HCl. As the team's newest official partner, CON-CRĒT will support the Mavericks' athlete-wellness program with a particular emphasis on brain health, cognitive readiness and cellular energy.

Known to fans as the "Concrete Cowboys," the Mavericks are now the "CON-CRĒT Cowboys" – a fitting evolution for a partnership built around the physical toughness and mental resilience required in professional bull riding.

"We are proud to welcome CON-CRĒT to the Mavericks family," said Chris Pantani, General Manager of the New York Mavericks. "Our riders compete in one of the most physically and mentally demanding sports in the world and need every possible advantage to stay strong, sharp and ready to compete. This partnership reflects our commitment to giving them thoughtful, science-informed resources that support readiness, recovery and overall wellness – especially the cognitive focus and brain-health considerations that are so important in our sport."

Bull riding demands more than strength. Riders must make split-second decisions, sustain intense concentration and maintain composure under extraordinary physical pressure. Across a long PBR Teams season, athletes also face the ongoing challenge of training, travel, recovery and repeated high-impact competition. The Mavericks' partnership with CON-CRĒT is designed to help support the full performance equation: a rider's body, focus and long-term wellness.

Throughout the multi-year partnership, CON-CRĒT will be integrated across Mavericks team platforms, events and fan-facing activations, with opportunities to educate fans about the importance of responsible performance nutrition, cognitive wellness and athlete recovery.

Creatine is widely recognized for supporting muscular strength and recovery. It's also gaining attention in the wellness community for its potential role in supporting cognitive performance and cellular energy – which are particularly relevant for athletes in high-impact sports like bull riding.

Vireo has invested significantly in research around creatine's benefits, including a recent study on creatine HCl and cellular energy published in the Journal of the American Nutrition Association. This research foundation aligns with the Mavericks' commitment to bringing evidence-informed wellness options to their riders.

The Mavericks began incorporating CON-CRĒT into their nutrition regimen during the previous season and reported benefits in recovery and readiness. The experience helped lay the groundwork for CON-CRĒT's expanded role as an Official Partner, reinforcing the Mavericks' commitment to proactive athlete care, cognitive wellness and continued attention to brain-health education.

"CON-CRĒT was created to help people support performance at the cellular level, and we are honored to bring that mission to the New York Mavericks," said Mark Faulkner, Founder of Vireo Systems and inventor of CON-CRĒT. "The Mavericks have an exceptional commitment to the health, wellness and optimal performance of their riders. We are excited to closely partner with the team as they prioritize both the physical and mental demands faced by these elite athletes."

CON-CRĒT Creatine HCl is a concentrated creatine formula designed to support strength, power, training recovery and performance. The brand is distinguished by Vireo's extensive research investment, including active studies focused on significant health concerns beyond muscle performance.

Together, the CON-CRĒT Cowboys are ready to bring the strength, resilience and focus required to compete at the highest level of professional bull riding.

The New York Mavericks' annual homestand, [Go Bowling Maverick Days](#), will be taking place October 16-18, 2026, at UBS Arena in Belmont Park, New York. Tickets are on sale now and can be purchased online through [Ticketmaster](#) or [NewYorkMavericks.com](#).

To learn more about the New York Mavericks, visit [newyorkmavericks.com](#). For more information on CON-CRĒT Creatine HCl, visit [con-cret.com](#).

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About the New York Mavericks

The New York Mavericks are a professional bull riding team competing in PBR Teams, owned by Avenue Sports Fund, which acquired sanctioning rights from PBR (Professional Bull Riders) in February 2024. Led by Marc Lasry, Avenue Sports Fund provides strategic capital solutions to established teams and leagues globally, while also investing in high-growth, emerging sports

properties. The Mavericks joined the league as part of its expansion to 10 teams and compete in five-on-five bull riding events across a 12-event season. Their annual homestand, Go Bowling Maverick Days, will take place October 16–18, 2026, at UBS Arena in Belmont Park, NY. For more information, visit newyorkmavericks.com or follow the team on Facebook, Instagram (@NY_Mavericks), and X (@NY_Mavericks).

About Vireo / CON-CRĒT®

Vireo makes a variety of holistic products, and its team of professionals are passionate about improving the lives of people and pets by delivering premium, healthy products through world-class research, innovation and manufacturing. In 2023 Vireo opened the only creatine manufacturing plant in America and all its products are made in the USA. Learn more at vireosystems.com or con-cret.com.

About PBR Teams

PBR Teams is an elite league where the world's top bull riders compete in five-on-five team matchups, culminating in the Team Championship at T-Mobile Arena in Las Vegas. The 10 teams are the Arizona Ridge Riders, Austin Gamblers, Carolina Cowboys, Florida Freedom, Kansas City Outlaws, Nashville Stampede, New York Mavericks, Oklahoma Wildcatters, Missouri Thunder, and Texas Rattlers. Each team hosts a homestand during the 2026 season, with additional neutral-site events in Anaheim, CA and Fort Collins, CO. Launched in 2022, PBR Teams features head-to-head games in a tournament-style format. Each matchup includes five riders per team, with the winner determined by the highest aggregate score from qualified 8-second rides. For more information, visit PBR.com, or follow on Facebook at Facebook.com/PBR, Twitter at Twitter.com/PBR, and YouTube at YouTube.com/PBR.

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