TRU47® and United Grid League Announce Strategic Partnership to Advance Athlete Performance, Recovery and Wellness

Partnership will bring TRU47's curated wellness platform to UGL athletes, teams, fans and the broader competitive-fitness community



TRU47 and United Grid League advance athlete performance, recovery and wellness.

HARRISON, NY, UNITED STATES, September 22, 2026 / EINPresswire.com/ -- TRU47®, and the United Grid League (UGL) today announced a strategic partnership that brings TRU47's curated wellness platform, products and educational resources to one of the fastest-growing communities in competitive fitness. The partnership connects TRU47® with UGL's powerful athlete and fan network, which generated more than 340 million social media views in 2025, reached 1.9 million followers across UGL's social channels and generated 850,000 livestream views. With UGL athletes representing a combined following of more than 6 million and the league entering its tenth season, the partnership creates a significant platform for athlete engagement, wellness education, product discovery and brand growth.

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>
> *Mather Wiswall, Co-Founder and Commissioner of the United Grid League*

TRU47® and UGL will collaborate on initiatives supporting athlete performance and recovery, including product testing, educational content, product sampling, ambassador and influencer campaigns, live-event activations, digital marketing and e-commerce initiatives.

A Strategic Platform for Wellness Brands - The partnership expands TRU47®'s ability to connect innovative wellness brands with highly engaged audiences through its growing network of strategic partnerships, including the United Grid League, USA Pickleball, the New York

Jets Small Business Partnership, TRU47®'s e-commerce platform and its ambassador and affiliate network.

"Our sales are our partners' sales," said Edward Bugniazet, CEO and Founder of Rye Strategic Partners and Chairman and CEO of TRU47®. "We are not simply adding products to an online store. We are building a distribution and growth platform that gives our partners access to valuable communities, authentic athlete engagement, educational content and new opportunities to generate measurable sales."

As part of the partnership, UGL athletes will have opportunities to test selected products and provide feedback based on their training, competition and recovery experiences. The athlete experience will help TRU47® and its product partners better understand the needs of high-performance competitors while giving the UGL community access to new wellness solutions.

Beyond Traditional Sponsorship - "This partnership is about building something much more valuable than a traditional sponsorship," Bugniazet said. "United Grid League athletes compete at an extraordinary level, combining strength, speed, skill, endurance and teamwork. Working directly with these athletes gives us an exceptional opportunity to deliver trusted products, practical education and meaningful recovery solutions to the entire UGL community."

TRU47® and UGL will also develop original educational resources addressing key areas of athletic performance and wellness, including hydration, inflammation, muscle recovery, sleep and sustainable athletic performance.

"We want our athletes and fans to have access to credible resources and products that can meaningfully support how they train, compete and recover," said Mather Wiswall, Co-Founder and Commissioner of the United Grid League. "TRU47® understands that successful partnerships begin with education, authentic athlete participation and a commitment to creating long-term value for the community. We are excited about what we can build together."

A Growing Sport With a Strong Community - United Grid League is a co-ed, race-based team sport that combines strength, bodyweight skill, and strategic decision-making in a fast-paced, head-to-head format. Men and women compete together, with athletes specializing in different physical disciplines and contributing to the overall performance of their teams.

UGL has operated for 10 seasons and built its competitive platform and audience organically, without outside capital. Its digital reach, athlete following and established competitive infrastructure provide a strong foundation for expanding the sport and creating new opportunities for athletes, fans and commercial partners.

"What UGL has accomplished organically is remarkable," Bugniazet added. "Building this level of audience engagement over 10 seasons without outside capital demonstrates the strength of the league, its athletes and its leadership. UGL represents exactly the kind of active, performance-

driven community TRU47® was built to serve. Together, we can support elite competitors—as well as the everyday athletes and fitness enthusiasts who follow them—with the tools and resources to perform better, recover faster and live healthier."

About TRU47® - TRU47® is a curated wellness platform and community focused on providing access to science-backed, best-in-class products, educational resources and wellness solutions designed to support performance, recovery and everyday well-being. Through its e-commerce platform, strategic partnerships, athlete relationships and expanding ambassador and affiliate network, TRU47® connects innovative wellness brands with performance and wellness communities. For more information, visit: www.TRU47.com

About the United Grid League - The United Grid League (UGL) is the highest level of GRID competition in the United States. UGL is a co-ed team sport combining strength, speed, skill, endurance and strategic decision-making in a fast-paced competitive format. UGL brings together elite athletes and teams while building a growing community around competitive fitness, athletic performance and team-based competition. For more information, visit:www.unitedgridleague.com.

About Rye Strategic Partners, LLC - Rye Strategic Partners (RSP) is a management and strategy advisory firm dedicated to empowering emerging companies to thrive in today's fast-moving business landscape. What sets RSP apart is its team of seasoned executives with over four decades of collective experience as former CEOs, CFOs, CIOs, CMOs, and strategic leaders. A unique blend of executive leadership, strategic insight, and an extensive professional network allows RSP to deliver growth strategies grounded in real-world operational experience. We provide a comprehensive suite of solutions with specialized expertise in high-growth sectors: Capital Formation & Investment Services, Go-to-Market Strategy, Brand Marketing, Communications,
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