



**MEDIA ALERT**

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**RAISE A GLASS AT LOCAL RACES -  
J&A RACING AND HOFFMAN BEVERAGE COMPANY ANNOUNCE NEW PARTNERSHIP**

**July 6, 2023 – VIRGINIA BEACH, VIRGINIA –**

J&A Racing is excited to announce a new partnership with Hoffman Beverage Company, which will now become the preferred alcoholic beverage partner for 7 race weekends throughout the year. Both J&A Racing and Hoffman Beverage Company are locally owned and operated and have a rich history of community involvement throughout Hampton Roads.

“We are honored to have the opportunity to work with Hoffman Beverage Company for our upcoming events and look forward to offering their products to our race participants once they cross the finish line,” said Jerry Frostick, Co-Owner of J&A Racing. “At J&A Racing, we are known for throwing amazing post-race celebrations, and we are excited elevate the party by being able to showcase some incredible brands and activations in partnership with the Hoffman team.”

“We are thrilled to kick off our new partnership with J&A Racing later this summer,” said Katherine Hines, President of Hoffman Beverage Company. “As long-time admirers of their races and community involvement, we know that a partnership with J&A is just as much a partnership with their roster of runners and the charities their races benefit. We’re excited to bring our expansive portfolio to the pavement and further elevate their participant’s experience - we look forward to seeing you at the finish line!”

The Big Blue 5K presented by Bon Secours on August 12 will be the first official event for the partnership, which will take place on the campus of Old Dominion University. For more information visit [bigblue5k.com](http://bigblue5k.com)

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**About J&A Racing**

J&A Racing is a nationally recognized race management company based in Virginia Beach, Virginia. With a portfolio of 10 events, J&A Racing’s mission is to promote and support healthy lifestyles and the sport of running through all stages of life. Since 2003 when J&A Racing owners, Amy and Jerry Frostick, took over the Shamrock Sportsfest, the Yuengling Shamrock Marathon Weekend has become one of the most popular running events in the country growing from 3,000 participants to a record 30,000 in 2015. Additionally, J&A Racing organizes the ADP Corporate 5K; the Big Blue 5K; the BayPort Foundation Crawl’n Crab Half Marathon & 5K; Old Point National Bank Wicked 10K; the Chartway Norfolk Harbor Half Marathon, 10K & 5K; the BayPort Credit Union Surf-N-Santa 5 Miler; the Sun Up to Sun Down 50K; the I Heart Mom 5K; and the new Chartway Virginia Beach 10 Miler and 5K. For more information on J&A Racing’s events, visit [jandaracing.com](http://jandaracing.com).

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