



PRESS RELEASE

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LIGHTSTRIKE Partners with Jamaica Bobsleigh: A Refreshing New Chapter Begins!

JAMAICA, Kingston (January 30, 2025) – Hey everyone! We’re thrilled to share some exhilarating news that’s sure to get your spirits up! [LIGHTSTRIKE](#) is officially teaming up with none other than the [Jamaica Bobsleigh](#) team as the official hard refresher!

Nelson “Chris” Stokes, Olympic athlete and Chairman of [Jamaica Bobsleigh](#), couldn’t contain his excitement: “We are beyond excited to announce [Jamaica Bobsleigh's](#) partnership with [LIGHTSTRIKE](#). The addition of [LIGHTSTRIKE](#) signifies more than a partnership; it’s a kinship supporting our athletes as they push beyond boundaries in the competitive world of sports. Together, [LIGHTSTRIKE](#) and the [Jamaica Bobsleigh](#) teams aim to shape a vibrant future for global sports. Plus, it’s nice to have a little taste and color of home with the coconut water, sea salt, and Jamaican colors.”

This partnership is not just about branding; it’s about connecting with fans and creating unforgettable experiences. Picture this: exclusive meet-and-greets with the bobsleigh team, where you can share stories, snap selfies, and feel that Olympic spirit up close. And let’s not forget the chance to win lifetime experiences that will make your heart race—think VIP access to events and maybe even a behind-the-scenes peek at what it takes to compete on the world stage.

“[LIGHTSTRIKE](#) makes partying a sport and celebrates the familiar yet unexpected moments,” says Andrew Emerton, Senior Brand Manager of [LIGHTSTRIKE](#). “The [Jamaica Bobsleigh](#) program is a perfect representation of that spirit and truly helped reignite the sport. We can’t think of a better brand to compliment that ethos than [LIGHTSTRIKE](#), which is redefining refreshment for the alcohol category.”

As we celebrate this exciting collaboration, we invite you to join us on this journey. It’s all about the thrill of the sport, the warmth of Jamaican culture, and the refreshing taste of [LIGHTSTRIKE](#). Together, we’re ready to break the ice and make waves in the world of sports!

Stay tuned for more updates, and get ready to sip, cheer, and celebrate with us!

For more information on Jamaica Bobsleigh & Skeleton, please visit www.jamaicabobsleigh.org

ABOUT LIGHTSTRIKE:

LIGHTSTRIKE is a hard refresher that's built different. A revolutionary beverage brand dedicated to redefining refreshment for a new generation of consumers, LIGHTSRIKE combines flavor, convenience, and a lighter drinking experience perfect for any high-energy occasion. To discover the world's first hard refresher built to outpace the party, visit DRINKLIGHTSTRIKE.com.

For more information go to www.drinklightstrike.com

ABOUT JAMAICA BOBSLEIGH & SKELETON:

The Jamaica Bobsleigh and Skeleton Federation (JBSF) is the governing body for the sport of Bobsleigh and Skeleton in Jamaica and has been a member of the International Bobsleigh and Skeleton Federation since 1987. The JBSF therefore has administrative responsibility for the iconic Jamaican Bobsled team, immortalized in the 1993 perennial favorite movie, Cool Runnings. Since its dramatic and auspicious debut at the Calgary Olympic Winter Games in 1988, the Jamaican Bobsled team has competed in seven subsequent Games, most recently in Beijing in 2022 where it had its largest contingent ever including a 2-man team, a 4-man team and a women's Monobob competitor. The team remains the most globally recognizable brand in the sport of bobsled and one of the most beloved brands in the Olympic Movement.

For more information go to www.jamaicabobsleigh.org