



FOR IMMEDIATE RELEASE

Mio Global Launches New Brand Campaign, “The Coach Within”

Campaign includes new website, expanded athlete ambassador program and video creative to showcase how heart rate training is vital to performance for all athletes

VANCOUVER, CA – November 4, 2015 – [Mio Global](#), creators of the most accurate wrist-based heart rate monitors, today announces its new brand campaign, “The Coach Within,” which will resonate with athletes who train at intense levels, as well as inspire those setting new fitness goals. The brand campaign showcases athletes across a range of sports and conveys [Mio’s Heart Rate Technology](#) and its importance to the training journey.

The new campaign, developed by Magnetic Creative, is designed to inspire athletes at any level, to set and surpass their fitness goals by bringing the power of heart rate accuracy into every workout and everyday activity. The campaign will roll out across platforms including a redesigned website with [heart rate training plans](#), targeted online advertising, social media, retail displays, as well as television. A number of new videos will also be introduced including the new [brand sizzle video](#).

Mio Global’s athlete ambassador program is also expanding to enlist top-tier athletes in a diverse number of sports, proving that heart rate training isn’t just for runners, cyclists and triathletes. Mio is building a community of athletes who serve as role models for their sport and inspire others to learn how heart rate training can help them reach their personal performance goals.

“We are taking our message of “Train with Heart” to the next level. It’s about the athletes who not only train with everything they’ve got, but also never lose sight of the passion, the heart that drives them to go further,” said Liz Dickinson, CEO of Mio Global. “We hope to inspire and motivate a new breed of athletes by offering the most precise, game-changing products to every type of athlete who’s insane for the game.”

In addition to the campaign, Mio Global has added several interactive features to its website, including a heart rate zone calculator tool. These will help consumers find the right product for their needs and allow them to easily tailor their own heart rate training plans to their personal profiles.

Mio’s product line is available at national retailers throughout North America including REI, Dick’s Sporting Goods, Target and MEC, as well as hundreds of specialty retailers. Mio’s products are also sold world-wide across Europe, Australia and Asia. Mio is also working with

national fitness clubs to incorporate heart rate training into their classes. To find a retailer or to order online, visit www.mioglobal.com.

About Mio Global:

Mio Global creates performance wearables to empower athletes at all levels with the data they need to commit, connect, monitor and improve their training intensity. A recognized pioneer in sport and fitness technology, Mio is known for its industry-leading heart rate monitor technology that delivers the accuracy that today's athletes demand. With broad distribution around the world, Mio offers a range of heart rate monitor watches and wristbands including the award-winning Mio ALPHA, Mio ALPHA 2, Mio FUSE, Mio LINK and Mio VELO. For more information, visit www.mioglobal.com.

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