**Osmo Nutrition selects ECHOS Communications as Agency of Record**

SAN FRANCISCO, Calif., February 22, 2019—Sports hydration and recovery brand Osmo Nutrition has retained ECHOS Communications ([echoscomm.com](http://echoscomm.com/)) as agency of record for Public Relations and project-based marketing.

Founded in 2013, Osmo Nutrition uses a science-driven approach to improve athletic performance through better hydration and recovery. Osmo’s goal is to help athletes of every level maximize their potential with hydration and nutrition formulas that help prevent cramping and fatigue. Currently, the company is the official hydration sponsor of German cycling team BORA-Hansgrohe. Osmo has also been the hydration brand of choice for three-time world champion Peter Sagan since 2013.

“We’re excited to work with ECHOS; utilizing their ability to grow brand awareness will help spotlight the science behind our product range and allow us to reach more athletes who want to improve their performance,” said Lee Hutchinson, president of Osmo Nutrition.

ECHOS Senior Partner Billy Sinkford added, “Lee and Osmo have a fantastic story to tell, and we are honored to help shape the narrative surrounding sports nutrition with Osmo.”

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