



## **THE TREASURE HUNT RETURNS: BUCKED UP UNVEILS BUCKED UP AND WOKE AF GOLD FOR A SECOND RELEASE, NOW AVAILABLE AT VITAMIN SHOPPE**

*Win \$100,000 In Cash and Prizes When You Find A Golden Ticket*

**OREM, UT (April 2nd, 2024)** – Gold takes the spotlight as Bucked Up, leading sports nutrition and lifestyle brand, reintroduces its epic treasure hunt. Last year, the #1 pre-workout brand initiated its inaugural Willy Wonka-inspired golden ticket quest, captivating fans nationwide. Now, just over a year later, they're bringing the adventure back at a Vitamin Shoppe near you.

"Nothing makes our team at Bucked Up more excited than incorporating ways to engage with our customers and fans. Last year we realized how involved everyone felt as we embarked on our treasure hunt adventure", said Owner and CEO Ryan Gardner. "Teaming up with Vitamin Shoppe adds an extra layer of excitement to the hunt, offering our fans an incredible opportunity to explore their local store aisles and potentially uncover one of the golden tickets hidden inside, making the experience even more thrilling and unforgettable."

Bucked Up has randomly placed 950 golden tickets into new GOLD product bottles of Bucked Up and Woke AF formulas, distributing them across all Vitamin Shoppe locations in the United States. As expected, if you're among the fortunate winners, you'll claim the lucky prize! Winners have the chance to claim anything from \$250 cash, \$500 Store Credit, \$1000 Cash, or the grand prize of \$10,000.

This limited edition flavored product will sell out fast! Make sure to stop in to your local Vitamin Shoppe or go online to [Vitaminshoppe.com](https://www.vitaminshoppe.com) so you don't miss out on these awesome new mystery-flavored products.

You can learn more about Bucked Up by visiting [www.buckedup.com](https://www.buckedup.com) or following us on [Instagram](https://www.instagram.com/buckedup), [Facebook](https://www.facebook.com/buckedup), and [TikTok](https://www.tiktok.com/buckedup).

### **About Bucked Up**

Bucked Up is a sports nutrition and lifestyle brand focused on helping all athletes and individuals achieve their health and fitness goals. Offering over 500 different products ranging from supplements and energy drinks to apparel and accessories, Bucked Up is committed to providing customers with the best products available. Dedicated to using

high-quality ingredients and non-proprietary blends, Bucked Up's pre-workout is the #1 best-selling product in its class. The brand's products are now offered in over 38,000 stores worldwide, including Walmart, Amazon, GNC and Vitamin Shoppe.

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