

# Power Hungry Foods LLC "Beefs Up" National Prominence for Lightning Rods™ Energy Beef Sticks!

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Lightning Rods Energy Beef Sticks: Power Hungry Foods LLC has boldly developed campaigns to insure a continued successful roll-out of the World's First Energy Beef Sticks, Lightning Rods™. "Beefing Up" national prominence is crucial to educating both the consumer and the buying communities

Sartell, MN (PRWEB) July 28, 2009 -- Power Hungry Foods LLC has boldly developed campaigns to insure a continued successful roll-out of the World's First Energy Beef Sticks, Lightning Rods™.

"'Beefing Up' national prominence is crucial to educating both the consumer and the buying communities," cited Hawkins, the VP of Sales and Marketing for the firm. "The second phase is two tiered, with key focus on Athletic Affiliations and Powerful Media Support."

The plan jumps into effect this month with some major announcements. These positive implications to drive the business will be huge with the new partnerships.

Power Hungry Foods Announces:

- MMA Brian Bowles is now under PHF sponsorship for his WEC Bantamweight Championship Bout 8/9/09 Live on Verses at 9PM. Brian will be representing Lightning Rods™ and uses them as a supplement in his training for the Championship Fight.
- Top Amateur Figure Champion, Candice Houston, a PHF athlete affiliate, has just won the NPC USA Figure Title last weekend in Las Vegas and has now earned Pro status!! She enjoys Lightning Rods as an energy boost in her intense workouts!
- World Record Holder, Mike Miller, of Power Lifting fame, has just affiliated himself with PHF and is an avid Lightning Rods consumer, using the fine product in his daily table training regime.

Media Bulletin:

Power Hungry Foods is gaining in national publication recognition and www review sites. PHF reports almost a dozen exciting reviews have surfaced on their new and exciting Lightning Rods™. In addition, Convenience Store Decisions Magazine will feature the product in the "New Stuff" section this month. Just inked...a new national promotion: Lightning Rods™ will run as a one minute infomercial type TV Ad Nationwide and on major network channels (soon to be announced).

It will be a "features and benefits" type spot to educate the public on all the virtues of this great energy consumable. Plans are to have it hit the airwaves by the end of September. Over 100 spots will blitz the TV channels with information on Lightning Rods Energy Beef Sticks.

**Power Hungry Foods LLC**

James Hawkins

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