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### **New Tiger Balm U.S. Ad Campaign Encourages Athletes to "Roar Back"**

*Campaign creative features world-class athletes  
who have reached the pinnacle of success in their fields*

HAYWARD, Calif. – April 21, 2016 – [Tiger Balm U.S.](#), a leader in the topical pain relief category, today unveiled a new national advertising campaign entitled "Roar Back." The campaign introduces new print, digital assets and a series of videos that encourage world-class athletes and weekend warriors alike to recover from pain faster by using Tiger Balm's pain-relieving ointments, patches, and rubs.

"Professional athletes push their bodies to the limit in order to stay at the top of their game," said Kenneth Yeung, Founder and President of Prince of Peace Enterprises, Inc., the sole licensed United States distributor for all Tiger Balm products. "Just as Tiger Balm helps the professionals recover from their intense training sessions, it also helps the rest of us recover from the pains that come from occasional workouts and daily life."

The campaign creative features three real world-class athletes who have reached the top of their respective fields:



*Professional Flatland BMX Rider Terry Adams, Olympic Triple-Jump Champion Christian Taylor and U.S.A. Gymnastics Hall of Fame Inductee Kristin Allen.*

- **Olympic Triple-Jump Champion Christian Taylor.** Christian won the Triple Jump World Championship in 2011, and repeated the feat last year when he produced the second-longest triple jump in history. As a 22-year old member of the United States Olympic team, he won the Gold Medal in the triple jump at the 2012 London Summer Olympics, becoming the youngest man in 100 years to win the sport's Olympic title. He is now training for the 2016 Rio Summer Olympics.
- **Professional Flatland BMX Rider Terry Adams.** Terry has been competing professionally in flatland BMX rider contests since he was 16 years old, and has become one of the sport's most recognizable names. He has won dozens of championships during his 15-year career, including a gold medal from the X Games, and is a two-time winner of the sport's most prestigious honor — *Ride BMX Magazine's* "Number One Rider" Award (NORA).
- **U.S.A. Gymnastics Hall of Fame Inductee Kristin Allen.** In 2009, Kristin and her gymnastics partner won the United States' first World Games gold medal in mixed pair acrobatic gymnastics. In 2010, they took the gold medal at the World Championships. The duo also won national titles in 2008 and 2010. She also captured the silver medal at the 2008 World Championships.

"Roar Back" ads that appear in October publications will be modified with the color pink in recognition of Breast Cancer Awareness Month. Additionally, the *AVON 39 The Walk to End Breast Cancer* logo will be included in these ads to highlight 2016 as the fifth consecutive year that Tiger Balm U.S. has sponsored select *Avon 39* events in major markets.

The "Roar Back" campaign was created and developed by [Inception Marketing, Inc.](#) San Francisco, CA.

### **About Tiger Balm U.S.**

[Prince of Peace Enterprises, Inc.](#) introduced the world-famous Tiger Balm brand to the United States mainstream market in 1986 and has been the sole licensed U.S. distributor for all Tiger Balm products since.

Trusted by millions for nearly 100 years, Tiger Balm's time-proven blend of herbal ingredients provides safe and effective relief for sore muscles, arthritis, neck and shoulder stiffness, and just about any other minor muscle or joint aches or pains that come along.

Tiger Balm U.S. is on [Facebook](#), [Instagram](#), [Twitter](#), [Pinterest](#), and [YouTube](#).

Prince of Peace is headquartered in the heart of the San Francisco Bay Area with additional branch offices in New York, Los Angeles, Hong Kong, China, and Malaysia.

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