

dnaPower™ Partners with Olympia 2024 to Elevate Athlete Performance with Precision DNA Insights

Enabling Competitors to Unlock Their Athletic Potential with Gains From Their Genes

Vancouver, BC -- (October 15th, 2024) – dnaPower Inc., a pioneer in DNA testing for health and fitness, proudly announces its sponsorship of Olympia 2024, the world's most prestigious bodybuilding and fitness competition, being held in Las Vegas from October 10-13, 2024. This partnership underscores dnaPower's commitment to revolutionizing the fitness industry by empowering athletes with advanced genetic insights for optimized training, recovery, and nutrition.

As an official sponsor, dnaPower provides competitors and attendees with exclusive access to its cutting-edge DNA testing services, offering personalized reports on muscle composition, metabolism, injury risk, and recovery potential. By leveraging genetic insights, athletes are able to tailor their training and nutrition plans to maximize performance and longevity in their sport.

"We are thrilled to support the world's top athletes at Olympia 2024," said Dr. Lois Nahirney, CEO of dnaPower. "Understanding your unique genetic makeup is a game-changer in sports performance. Our goal is to provide Olympians and fitness enthusiasts with the knowledge they need to train smarter, recover faster, and perform at their absolute best."

dnaPower's presence at Olympia 2024 includes an interactive booth where attendees engage with DNA experts, receive sample reports, and learn how genetic testing can enhance their fitness journey. Athletes also have the opportunity to participate in live Q&A sessions with top coaches and elite athletes on the impact of DNA in elite training.

The collaboration with Olympia 2024 marks a significant milestone for dnaPower as it continues to expand its influence in the global fitness and wellness industry. By integrating DNA-driven insights into performance strategies, dnaPower is setting a new standard for personalized health and fitness optimization.

About dnaPower: dnaPower is a pioneer in personalized health DNA testing, delivering actionable insights to help individuals make smarter health decisions based on their unique genetic makeup. With over a decade of experience, dnaPower provides advanced evidence based tools for optimizing nutrition, fitness, brain and overall wellness. For further information, please contact info@dnapower.com or visit www.dnapower.com.

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