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NuCalm Is Named Sponsor of ‘European Football CEO of the Year’ Award *Excitement Builds Ahead of Nov. 3 fcbusiness Magazine’s* **Football Business Award Ceremonies in London**



LONDON (Issued October 2016) -- The highly-anticipated announcement of the **2016 NuCalm European Football CEO of the Year**, named for the award’s new sponsor, will be made on November 3, during the Football Business Awards, an annual national event to be held at London’s Emirates Stadium, a breathtaking sporting arena and event venue.

While the award is in its fifth year, this is the first year that it, in partnership with *fcbusiness* Magazine, is being sponsored by NuCalm®, the world’s first and only patented technology, clinically proven to lower stress and improve sleep quality, without drugs. Visit www.nucalm.com.

On the sponsorship, Jim Poole, President and CEO of Solace Lifesciences, Inc., maker of NuCalm, said, “This is a natural partnership, as athletes, from all professional sports and Olympians around the world, regularly use and benefit from NuCalm.” He added that the cutting-edge technology uses biochemistry and physics to create deep recovery and restoration without drugs or side effects.

The winner of the NuCalm European Football CEO of the Year Award will be announced by Poole and Yal Bekar of *fcbusiness* Magazine, as part of the awards ceremony (www.footballbusinessawards.com). Also to be presented will be a Global Football Ambassador Award which, in recent years, was given to Sir Trevor Brooking and Sir Bobby Charlton.

fcbusiness has been balloting readers from across the UK and Europe, to invite award nominations through its digital platforms, magazine and the myriad of major events, including the World Football Forum in Paris and Soccerex in Manchester (www.soccerex.com).

Once all the nominations were collected, a judging panel of key industry figures and the *fcbusiness* editorial team chose five finalists to be invited to the Football Business Awards Gala Evening at The Emirates on November 3. The top winner, plus winners in 18 other categories, will be announced before 600 senior football executives.

The five finalists are:

- Nasser Al-Khelaifi of PSG in France
- Giuseppe Marotta of Juventus in Italy
- Gil Marin of Atletico Madrid in Spain
- Michael Schade of Bayer Leverkusen in Germany
- Eric Gudde of Feyenoord in Holland

Touted as ‘the business magazine for the football industry,’ *fcbusiness* (<http://fcbusiness.co.uk/>) has been the leading football industry magazine since 2004. The magazine has a readership of 45,000 including owners, CEO’s, CFO’s and executives from football clubs across the globe. It boasts the largest B2B football Twitter account with 41,000 followers (see @fcbusiness).

2016 has seen an expansion of award nominees to seek out the best CEO from any of the 54 nations affiliated with UEFA. This includes the major footballing leagues in Italy, France, Spain and Germany, as well as smaller nations such as Austria and Switzerland.

The Football Business Awards event has grown into a significant networking event, and the awards are becoming an increasingly valuable marketing badge. Past *fcbusiness* Football CEO of the Year Award winners include Ivan Gazidiz, CEO of Arsenal, Karren Brady, Vice Chairman of West Ham Football Club, and Tony Stokes, CEO of Stoke City, to name a few.

Yal Bekar of *fcbusiness* says, “The Football Business Awards have become one of the most respected events in the football industry, and the *fcbusiness* Football CEO of the Year Awards are among the most prestigious. It makes perfect sense to partner with NuCalm, which leads in the field of neuroscience and sports performance to create the NuCalm European Football CEO of The Year Award. We are very excited to be working with NuCalm to unearth the best football CEO in Europe and helping them to bring their cutting-edge technology to the football market.”



NuCalm’s Jim Poole says, "It is an honor for us to participate in this year’s European CEO of the Year Award. Winning at the highest level in sports requires many facets of an organization to be galvanized toward the unified goal of winning championships. The players must execute to win, but winning also requires effective leadership and communication from management, coaches, trainers, support staff, and agents. Giving notice of exceptional leadership by honoring the European CEO of the Year will be a proud moment for NuCalm, as well as the winner and nominees. We look forward to a long and mutually beneficial relationship."

As an example of NuCalm’s success over the last five years with athletes, the NuCalm system has been incorporated into regimens for 29 major U.S. sports teams. Players for a top NHL team, the Chicago Blackhawks, have used NuCalm for several years with great success. They won the Stanley Cup in 2013 and 2015, and narrowly missed out in 2014. The players are playing ‘intense,’ but not ‘tense.’ That’s the NuCalm difference.” Blackhawks Head Trainer Mike Gapski said, “NuCalm is beneficial because it clears your head... and a crucial part of the game is recovery.” NuCalm, which also helps reduce effects of jet lag, has also proven effective for airline pilots, business executives, and dental and cancer patients, among others.

For football team CEOs and other execs wanting to learn more about how NuCalm can benefit their team, go to www.nucalmfootball.com or email yalcin@brzee.media for a free report. For more info, contact David Poole, Solace Lifesciences’ Executive Vice President, Marketing / +1 617-259-0877 / david.poole@nucalm.com.

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About Solace Lifesciences, Inc.

Founded in 2002, Solace Lifesciences, Inc., is a privately held Wilmington, Delaware-based company. Solace Lifesciences develops all-natural neuroscience technologies used to lower stress and improve sleep quality without drugs. NuCalm®, our flagship product, is a patented, proven all-natural stress intervention technology that rapidly and reliably interrupts the stress response and guides people to a deeply relaxed state. This technology is drug-free, non-invasive, and quickly “flips the switch” from stress to deep relaxation within minutes, allowing the body to idle in its optimal healing state.