

H2O Audio Teams With Olympian Michael Phelps



Courtesy of: H2O Audio

[H2O Audio](#), who is the leader in high performance waterproof headphones and accessories for active people everywhere, recently announced a multi-year partnership with 16-time Olympic medalist and 17-time World Champion swimmer, Michael Phelps.

H2O Audio is committed to encouraging healthy living, enhancing the swimming and training experience and spreading awareness for the sport. Along with Michael Phelps, H2O Audio will collaborate on product development and marketing initiatives.

Michael Phelps' imagery and voice will be integrated into select product packaging, advertisements and displays at leading retailers including Apple Stores, Best Buy and Target, as well as online at www.h2oaudio.com and www.amazon.com. The

campaign will launch this Summer.

“H2O Audio is extremely proud to welcome Michael Phelps to our team,” said Kristian Rauhala, founder and ceo, H2O Audio. “It’s an honor to have the opportunity to work with one of the finest athletes in the world, especially one who so perfectly aligns with H2O Audio’s mission to encourage everyone – from the elite athlete to the recreational participant– to pursue an active lifestyle and push their level of performance.”

“We are a young company of athletes for athletes, and our relationship with Michael will undoubtedly benefit our technology, product performance and design,” Rauhala added. “Michael embodies our vision and commitment to excellence, and reinforces our dedication to improving the training experience with music anywhere, anytime.”



Courtesy of: H2O Audio

“Music has always been a huge part of my life and my training, and I am excited to partner with H2O Audio to help bring music to the water,” commented Phelps. “Their line of waterproof

headphones and accessories will help swimmers of all ages and skill levels, as well as other athletes, to incorporate music as part of their time in and around the water.”

Pioneering a category of its own with durable and innovative waterproof performance tools, H2O Audio is driven by athletes and products that reflect the company’s authenticity in water sports and the active lifestyle.

Phelps joins H2O Audio’s existing team of distinguished athletes, including 11-time Olympic medalist and 6-time World Champion swimmer, Natalie Coughlin; and legendary big wave surfer, Laird Hamilton.

For further information and to watch Michael Phelps in action with H2O Audio, visit www.h2oaudio.com

To learn about other great MP3 choices, please read this comprehensive guide on [Waterproof MP3 Players](#).