



NEWS RELEASE

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New Nexus Group and Naturally Network Announce Multi-Year National Title Sponsorship

Partnership focuses on supporting, educating and growing natural and organic brands

Boulder, CO and Bentonville, AR (August 10, 2021) - [New Nexus Group](#) announced today a multi-year sponsorship with [Naturally Network](#), a not-for-profit organization the only collaborative community that advances and champions the wide-ranging ecosystem that makes up the natural and organic products industry.

Naturally Network has more than 5,000 members and 20,000 community supporters across seven regions in the United States with more planned regions coming on board later this year.

This sponsorship is part of New Nexus' ongoing commitment to boost retail presence of natural and organic products in large retailers by cultivating relationships and delivering successful results for both emerging and established brands.

"We're thrilled to be working with the talented team at New Nexus Group," said Sharon Reddehase, Executive Director of Naturally Network. "New Nexus Group shares our passion for supporting current and future generations in the expansion of the natural and organic product industry. We're excited to work together to develop engaging and results-oriented programming for our members."

This multi-year partnership will focus on working together to provide education, mentoring and networking opportunities for Naturally Network's growing member community. These opportunities will help natural and organic products find space on shelves of large retailers to advance positive change for an equitable, prosperous and healthier world.

"New Nexus Group is aligned with Naturally Network's mission and we are dedicated to servicing the entrepreneurs that are transforming the consumer packaged goods market

with natural and innovative products," said Tim O'Brien, Partner, New Nexus Group. "This is going to be an exciting venture, and we are honored to have the opportunity to support the members of Naturally Network."

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About New Nexus

Based in Bentonville, Arkansas, New Nexus Group is a strategic omni-channel retail and consulting partner with over 100 years of combined retail experience. Owners Luke Briggs and Tim O'Brien, along with their dedicated team, are devoted to delivering sustainable and profitable results while cultivating relationships that elevate and support clients in their retail journey. As a strategic retail partner, New Nexus Group offers a range of services focused on long term results and scaled growth. For more information about how to connect with us, please visit our website at newnexusgroup.com

About Naturally Network

Naturally Network started with its first affiliate Naturally Boulder, a 501(c)(6) not-for-profit organization formed in 2005 as an economic development initiative by a dedicated group of industry veterans, entrepreneurs and supportive organizations and individuals.

Today we have seven affiliate organizations across the country including: Austin, Bay Area, Boulder, Chicago, Northern California North Bay, New York, and San Diego. The makeup of each affiliate is representative of its unique local culture, but all affiliates share in our common mission - to harness, accelerate and elevate the power and impact of conscious business practices in the natural and organic products ecosystem through community-based programming, networking, influence and collaboration.

For more information about Naturally Network events and to become a member, please visit www.NaturallyNetwork.org.

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