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World's Toughest Woman Emerges From Grueling 24-hour Competition.

Englishtown, NJ, December 19, 2011 – Fueled by Organic nutritional superfood, Juliana Sproles wins The World's Toughest Mudder event and is crowned World's Toughest Woman.

Sproles, a 42-year-old triathlon coach, fitness trainer and mother of two from Ojai, CA completed 6 laps of an intense 9-mile course covering 40-insanely difficult obstacles in 24 hours. Some of which include wading through mud, plummeting into freezing water and navigating through live electrical wires.

The Tough Mudder event, designed by British Special Forces has exploded in popularity in the last two years and is widely considered the toughest competition on the planet.

Sproles, a previous Ironman competitor, began the race with 1000 other elite athletes, many who were military trained. Twelve hours into the race, Sproles had completed three laps while hundreds of other competitors dropped out due to hypothermia, sprains and broken bones. In the 24th hour with less than 200 participants left, Sproles was closing in on the second place male competitor to finish first amongst woman and third overall.

"It was gnarly," said Sproles. "The mud mile went on forever, with 8-foot walls and slippery berms. Overnight temperatures in the low 20's caused the ice to freeze a quarter inch thick by the early morning, we had to break through it with our hands and feet, and then slog through it and keep moving forward."

Sproles attributes her success to vigilant training but more importantly, solid nutritional support. Her sponsor, Boku International provided Sproles with all of the high-density nutritional products she needed to make it through the event.

"We had a strategy, and a plan, and we executed it," Sproles explained. "I had Boku Super Food, Boku Super Protein, I ate my Boku bars, I also had immune tonic and Boku Matcha tea in my tent. The blend of the Boku products provided my nutritional needs for the event. I was able to go 24 hours and 10 minutes, to finish the last lap. I could not have done it without Boku."

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Sproles trained for months prior to the event. In addition to her fitness regime, Sproles religiously consumes Boku Superfoods. "She's been really strict about maintaining her organic super food diet," Boku Superfood founder Reno Rolle said. "She's really living the Boku life. And obviously it paid off."

During the race, Rolle and a group of supporters tracked Sproles' status from a remote location. "We're so excited and proud of Juliana," Rolle said. "This is a game changer for athletes all over the world who want to maximize their performance potential and if Juliana could accomplish this with our super foods, imagine what we can do for everyday folks."

Boku International's products are all USDA certified organic, kosher and vegan. They are completely free of GMOs, wheat, dairy, soy or gluten. Boku's mission is to positively impact the highest number of people possible with the healing power of natural, organic nutrition. Boku products are available only online at www.bokusuperfood.com.

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