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BSB announces championship first with innovative new energydots™ partnership

energydots™ becomes first ever Official EMF Protection Partner for the series

Organisers of the Bennetts British Superbike Championship (BSB) have once again demonstrated their pioneering approach to innovation with the announcement of a new partnership for the series. energydots™ has been appointed as Bennetts BSB's first ever Electro Magnetic Field (EMF) Protection Partner in a move that underlines MSVRs commitment to safety, while delivering highly competitive racing for its participants and fans.

Crash protection and technological advances have long been at the forefront of progress within motorsport, with increasingly sophisticated equipment being made available to keep riders safe, while squeezing out every tenth of a second in terms of performance. The energydots™ partnership will provide protection from less visible dangers for all of those involved in the sport, while supporting faster recovery times for riders requiring physiotherapy.

In today's wireless world, we are continually surrounded by Electro Magnetic Fields (EMFs) emitted from our mobile phones, laptops, gaming devices, fitness trackers, smartwatches and more. But not everybody knows that EMFs emit low level radiation, which may be damaging to our health. An increasing number of people find the constant level of EMFs in today's world challenging and have what is termed 'electro-stress', which can manifest as headaches, tiredness, inability to concentrate, unexplained pins and needles and anxiety.

energydots™ produce a range of self-adhesive 'dots' that enable you to live life more safely, while still enjoying your much-loved gadgets, including those performance-enhancing motorcycle electronics! The dots have been programmed to harmonize the effects of man-made electromagnetic emissions.

From the opening round of Bennetts BSB at Silverstone this weekend, all MSVR staff will be issued with smartDOTs and bioDOTs to protect themselves and their communications equipment at events. In addition, the Bennetts BSB physiotherapists will be employing energydots™ products, including the sleepMAT in their treatments throughout the 2019 season with the aim of improving riders' recovery times following injury. Similar physio programmes are already underway with three leading rugby league teams.

Speaking of the partnership, Bennetts BSB Series Director, Stuart Higgs, said: “We are delighted to welcome energydots™ to the championship ahead of the new season. MSVR staff will be utilising its products for the first time this weekend in a new first for the championship.”

energydots™ Sales Director, Jeremy Bentley, added: “This partnership is an absolute dream for me personally as it combines my two main passions – motorcycle racing and energydots™. To be able to bring our products’ benefits and protection to the organisers, participants and fans of the sport I love is incredible. We’re still surprised at how many people are unaware of the dangers posed by EMFs and we hope that this partnership will raise awareness among fellow Bennetts BSB fans, while also benefitting the sport and its riders.”

Bennetts BSB rookie, Ryan Vickers, who is personally sponsored by energydots™, has been using the company’s smartDOT, bioDOT and sleepMAT products throughout his winter training and has already reported improved sleep and increased alertness on waking.

For more information and to learn about the benefits of the full line of energydots™ products, please visit <http://energydots.com/>

For media enquiries, please contact the energydots press office on 01652 680060 or email energydots@rbpagency.com