

Mickelson makes a splash

By ANTHONY BALTIERRA
For the Daily Facts

REDLANDS — Those shopping for sports drinks may have to choose between Tiger Woods or Redlands' own Rachel Mickelson the next time they turn down the beverage aisle.

Mickelson, a cyclist and triathlete, has been selected by sports drink manufacturer owater to be on the cover of her own sports drink, putting her on the shelves with Woods' Gatorade Tiger.

"Rachel is just an incredible athlete and is very involved as a mom and also as an educator," said Amy Mueller, director of sponsorship for owater. "She finds time to be active and be healthy and share her love and passion for the various sports she competes in. We think that is admirable, impressive and inspiring."

Mueller, who works at owater's main offices in Concord, Mass., began a long-distance friendship with Mickelson after she gave a glowing review of infused owater on her Web site, fitnessformoms.net, in February 2008.

Mickelson's love for owater's products even had her requesting her local market to carry it. Now any market in the country selling infused owater will be selling bottles with Mickelson on the label.

"This may be as famous as I get," Mickelson said on her Web site.

Mickelson primarily competes in marathons and cycling events around the state. Locally, she has competed in the Run Through Redlands and the Redlands Triathlon. Mickelson said she plans on competing as long as it remains fun and aspires to one day run in the Boston Marathon.

In addition to being an



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Rachel Mickelson and her sons, from left, Ryan and Benjamin, pose with infused owater bottles that picture Mickelson on the label.



amateur athlete, Mickelson is also able to juggle being a wife, a mother of two, a physical education teacher at Montessori, a private school in Redlands, and maintaining her Web site.

The Web site is a place for Mickelson to share her stories about being a mother and an athlete. She has been posting articles and information concerning fitness for women on the Web site for more than two years. She also maintains a personal blog on

the site, which averages 500 visitors a day.

"The main goal of my Web site is to offer authentic testimony, personal accounts, and products that are related to being a healthy, fit mom," Mickelson said. "I like to encourage moms to find creative ways to squeeze exercise in throughout their days."

Being a mother is such a crucial aspect to Mickelson's drive and influence that an artist's representation of her

on the owater bottle shows her on a bicycle with her two young boys, Benjamin and Ryan, in tow.

Mickelson is also an active member in the community. Last year, she organized the See Mommy Run running group, which encourages rookie runners to get outside and run. She has also organized a clinic that teaches basic bike skills to women who are interested in cycling.

Mickelson's inspiration to See OWATER | Page B6

OWATER

Continued from Page B1

others struck a chord with owater. As a relatively small company, owater does a lot of grassroots marketing at national athletic races and events. With more athletes becoming supporters of their product, owater decided to

incorporate some of their stories into its marketing. This paved the way for putting amateur athletes on owater labels.

Though more athletes will be added to the owater's label project, Mueller said Mickelson's label will be out for "quite awhile." Mickelson will be featured on various flavors of infused owater, including

strawberry/pomegranate, coconut, peach mango and lime lemon. Bottles with the Mickelson label will appear nationwide in the next couple weeks. They can also be bought online at owater.com.

"It's kind of cool," said Paul Mickelson, Rachel's husband. "She's always been athletically inclined and minded, so it fits pretty well."