

## PHĒNYX

Phēnyx Athletica  
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### **For Immediate Release**

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### **Phēnyx Athletica Hosts an Exclusive Commercial Premier Screening Party Centered Around Mental Health Awareness**

**Houston, Texas, June 29, 2019**— Phēnyx Athletica encourages fitness lovers to “Rise Again” in their new commercial which centers around mental health awareness that was premiered at a private screening at the District Art Gallery in Houston.

When asked what makes the brand unique founder Ogechukwu Madu shared, “We are a brand that isn't afraid to talk about mental health.” The event featured a popup shop and infused juice bar with opportunities to take photos that remind people that it is possible to “Rise Again.” The commercial is a collaboration between the team at Strong Visuals: Creative Director Ayana Lynette, Director Wise Guy Art, and Cinematographer Duncan Johnson.

Attendees of the event were given an opportunity to meet the man behind the brand while enjoying a live DJ and a first-look at the premium product line. The brand currently showcases a premium lineup for both men and women including leggings, joggers, sports bras, hoodies, and fitness tanks. “The Phēnyx event was an instant eye opener to what the brand was all about. The energy in the room was top notch and you could feel the positivity and motivation throughout the venue!”, said event attendee Trey Bates. Phēnyx Athletica is excited to share that the brand is scheduled to launch a new product early fall.

Contact Phēnyx Athletica at [info@phenyxathletica.com](mailto:info@phenyxathletica.com) or visit [www.phenyxathletica.com](http://www.phenyxathletica.com) to sign up for the newsletter to be notified for their next launch.

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Phēnyx Athletica is a premium quality athletic wear company that caters to both men and women. Our brand is made for individuals who are motivated to take their healthy lifestyle to the next level and are determined to "Rise Again" regardless of past failures. Phēnyx promotes exercise as a form of therapy to assist with anxiety, depression and other mental health obstacles. The Phēnyx represents rebirth and relentlessness to do life without any regret.

**For additional information:**

**Media Approved Images:**

<https://drive.google.com/open?id=12UDg23tKQdIT59V6yNUnKxRVVjI89Xkc>

**Website:** [www.phenyxathletica.com](http://www.phenyxathletica.com)

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