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Lancer Truck Pulls into Forest Park

Tuesday, April 5 2011, 4 p.m. - 6 p.m.

📍 [Ultra Foods, 7520 Roosevelt Road Tel: \(708\) 488-5750](#)

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Like spring, FRS® Healthy Energy® will receive a warm welcome into Chicago this April, fueling Forest Park with its ready-to-drink beverages and energy chews. On Tuesday, April 5th from 4 to 6 PM, you'll find the trademark Lancer Truck at the Ultra Foods, located at 7520 Roosevelt Road in Forest Park. The pop-up Lancer Truck, conceived to raise funds for LIVESTRONG, The Lance Armstrong Foundation, will challenge area residents to ride a stationery bicycle for one minute that will earn \$1 for the non-profit to unite, inspire and empower people affected by cancer.

The Lancer Truck stop in Forest Park will also bring samples to area residents of the FRS® Healthy Energy® beverage and chews, designed to provide sustained energy, enhance fitness levels, and support immune function. The truck will be giving away LIVESTRONG fitness equipment and gym memberships, encouraging incentives for residents eager to get in shape for the summer months.

"After the long winter months, we know Chicago could use a boost, and FRS® Healthy Energy® is planning to fuel the U.S. by spreading healthy energy in various forms this spring," said Deepak Masand, vice president of marketing, The FRS Company. "There are truly no other lifestyle performance brands like FRS, and we are excited to showcase our products in an active city like Chicago, where people can fuel their best!"

Scheduled in Chicago from April 1st through April 9th, FRS Fuels CHI is part of a national tour that continues cross-country making the final stop in Los Angeles in May.

Please check @FRS on Twitter for current location of Lancer Truck during their weeklong Chicago visit.

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<http://www.frsfuelschi.com/>