HYDRATE HEROES USA

A Veteran-Owned Company | Operated by Warrior Pride, LLC | www.HydrateHeroesUSA.com

★ HAPPY VETERANS DAY ★

FOR IMMEDIATE RELEASE

Hydrate Heroes USA Officially Launches on Veterans Day, Names Retired Navy SEAL Jovon Quarles and Michael Gardner Co-Founders

Veteran-owned hydration brand officially launched Nov. 11, 2026, at 11:11 a.m. ET

CLEARWATER, Fla., November 11, 2026 — In honor of Veterans Day, Warrior Pride, LLC, a veteran-owned company based in Clearwater, Florida, today announced that Hydrate Heroes USA officially launched at 11:11 a.m. ET. The brand, which offers hydration powder sticks and branded stainless steel tumblers and shakers, is bringing Hydrate Heroes® to America's military, veterans, first responders and the communities they serve.

Meet the Co-Founders



Jovon Quarles, Co-Founder

Jovon Quarles, Co-Founder (Instagram: @jovonquarles), is a retired U.S. Navy SEAL and combat veteran with 22 years of service, a BUD/S Honor Graduate and host of FOX's "Special Forces: World's Toughest Test." He majority-owns and leads Warrior Pride, LLC.

"After 22 years in uniform, launching Hydrate Heroes USA on Veterans Day is deeply personal for me," said Quarles. "We built this to serve those who serve — our military, our veterans, our first responders and their communities."



Michael Gardner, Co-Founder

Michael Gardner, Co-Founder and founder of Higher Power Health Brands, LLC, is a mental-fitness author and lifestyle hydration personal trainer who has spent two decades building health and wellness brands rooted in sustainable, everyday habits. Best known for his mental-fitness work with Talk Yourself Thin™, he is also a speaker and coach whose philosophy is simple: small daily rituals create extraordinary lives. He created Hydrate Heroes® to bring that lifestyle-first approach to hydration.

"I've always believed that small daily rituals create extraordinary lives, and hydration is one of the simplest rituals there is," said Gardner. "Hydrate Heroes makes that daily habit something people genuinely look forward to, alongside a team that honors those who serve."

Hydrate Heroes USA's equity partners include Wake Forest basketball legend and former NBA player Muggsy Bogues; Oklahoma State basketball legend and former New York Knicks player John Starks; former Ohio State standout and professional football player Jerome Baker; and professional football player Santonio Holmes. Continuing its support of the veteran community, Hydrate Heroes is a sponsor of Grey Team's America First Gala 2026, celebrating the veteran-focused nonprofit's 10th anniversary Dec. 3 in Palm Beach, with a charity auction item: a round of golf with John Starks.

Learn more at **www.HydrateHeroesUSA.com** and follow **@officialhydrateheroes** and **@jovonquarles** on Instagram.

About Hydrate Heroes USA

Hydrate Heroes USA is operated by Warrior Pride, LLC, a veteran-owned company based in Clearwater, Florida, bringing Hydrate Heroes® hydration powder sticks and branded stainless steel tumblers and shakers to America's military, veterans, first responders and the communities they serve. Co-founded by Jovon Quarles and Michael Gardner, the brand officially launched on Veterans Day, Nov. 11, 2026. www.HydrateHeroesUSA.com | Instagram: @officialhydrateheroes

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