

Powering Through Together: Business Leadership in Times of Crisis

By John Fieldly



When disaster strikes, everything changes. Fitness, nutrition, and healthy choices take a backseat as people shift their focus to what truly matters: keeping their families safe and figuring out how to rebuild their lives.

I've seen firsthand how quickly life can be turned upside down by a natural disaster. In 2022, Hurricane Ian tore through my home state of Florida, leaving behind a devastating path of destruction. Families lost their homes, businesses were forced to close, and once-familiar neighborhoods were left unrecognizable. But in the middle of all that loss, I also saw something incredible: people coming together. Neighbors helping neighbors, strangers lending a hand, and businesses stepping up to do their part.

As a Florida-based company, CELSIUS knew we couldn't just stand by. That's why we partnered with PepsiCo to launch the Save the Shore initiative – a \$200,000 fund to help small businesses in our community rebuild. We stood alongside first

responders, helped local businesses reopen their doors, and partnered with organizations like the Florida Restaurant and Lodging Association to make sure our efforts made a real difference in the community. Most importantly, our employees showed up. We listened to people's stories, lent a hand wherever we could, and made it clear that they weren't alone.

At CELSIUS, we are all about pushing limits – not just in personal fitness but in how we show up for others. The toughest challenges aren't always about setting personal records; sometimes, they're about ensuring that someone else sets theirs.

Companies collectively spend billions on marketing and influencer partnerships every year to increase their bottom line. Imagine if even a fraction of that effort went into disaster relief, community recovery, and rebuilding lives. We have the platforms, the resources, and the ability to activate people to step in when it matters most. And we're committed to doing exactly that.

Earlier this year, Los Angeles County faced devastating wildfires that tore through thousands of acres of Southern California homes and businesses. Just like in Florida, families were displaced, businesses were lost, and entire towns were leveled. The ripple effects of a disaster like this don't disappear overnight. Some areas may take a decade or more to fully recover. The worst of it may be for the businesses that stood but are now struggling to stay afloat. When a community is hurting, everyone feels the impact. The road to stability will be long, and no one should have to walk it alone.

Too often, we see tragedies like these unfold from a distance, moved by the stories but unsure of how to help. But staying active in our communities is just as important as staying active in our personal lives. Taking action means showing up, offering real support, and making a tangible difference. Recovery isn't just about rebuilding structures but about helping people find a sense of normalcy again. For those who live fit as we preach at CELSIUS, that could mean providing access to fitness resources, nutritious food, or wellness programs that bring people together and remind them that life doesn't have to be about survival. We can help each other find fulfillment even in the face of tragedy.

Businesses have a responsibility to do more than just generate profits from the communities that sustain them. We have a duty to give back, especially when they need us the most. At CELSIUS, we're committed to being there for the good times and the bad, helping people reach their fitness goals. In times of crisis, we don't just power through – we power each other.