



440 1st St. NW, Ste. 520
Washington, D.C. 20001
(202) 223-0101, Fax (202) 223-0250
NPAnational.org

NEWS RELEASE

For Immediate Release
May 21, 2019

Contact: Justin Bartolomeo
(202) 789-4365
jbartolomeo@hdmk.org

NPA Hands Off to NFL Star John Riggins for Delivery of Keynote Address During Dinner at The Big Natural in Washington D.C.

NPA Announces a Keynote Speaker for its Annual Conference

WASHINGTON, D.C. – Former NFL football player and Washington Redskins legend John Riggins, known as The Big Diesel, will deliver a keynote speech at the Natural Products Association’s “The Big Natural” at the MGM National Harbor. The Big Natural is a two-day event on September 11 and 12 to coincide with the 22nd Annual Natural Products Day, NPA’s premier advocacy lobby event on Capitol Hill for the natural products industry on September 10.

“We have an excellent program lineup this year, and we are excited to bring together the biggest power players in our nation’s capital and the most influential leaders in the natural products industry,” said Daniel Fabricant, Ph.D., President and CEO of NPA. “Mr. Riggins is not only a legend in sports, but he has delved nationally into the food and beverage space and toured the nation with his outdoor cooking show on the Discovery Channel.”

The Big Natural is bringing together a diverse group of industry leaders and experts in the nutritional supplements and natural products industries.

The Big Natural

September 11-12

www.thebignatural.com

MGM National Harbor

Offering two days of industry-driven, educational sessions, workshop programming, case studies and interactive discussions. Plus, there will be ample time for networking and benchmarking. The Big Natural brings together industry leaders, innovators and government officials who share insights that will educate, empower and spark innovative ideas to drive the industry forward.

Open to both NPA Members and Non-Members, The Big Natural attracts a diverse cross-section of senior executives spanning the C-suite as well as department leadership within the Retail, CPG, Natural, Health Foods, Supplements and Investment sectors with budget and/or human capital responsibility in the following areas:



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- Quality & Scientific Affairs
- Probiotics and Novel Ingredients
- Medical/Functional Foods
- Sports Nutrition
- Defining Natural

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Natural Products Association

The **Natural Products Association (NPA)** is *the* trade association representing the entire natural products industry. We advocate for our members who supply, manufacture and sell natural ingredients or products for consumers. The Natural Products Association promotes good manufacturing practices as part of the growth and success of the industry. Founded in 1936, NPA represents over 1,000 members accounting for more than 10,000 locations of retailers, manufacturers, wholesalers and distributors of natural products, including foods, dietary supplements, and health/beauty aids. Visit www.npanational.org