

Title: Xbox and Dwayne Johnson Bring ZOA Energy to Gamers

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SEO Tags: ZOA, Dwayne Johnson, ZOA Energy, Xbox Series X ZOA Fridge, Xbox ZOA Fridge, Xbox Mini ZOA Fridge, Xbox Series X

Brief Article Description (internal use only): Wire post announcing partnership between Xbox and ZOA

Suggested URL: <https://news.xbox.com/en-us/2021/03/18/xbox-the-rock-zoa-partnership/>



Two entertainment titans are partnering together once again: Xbox and Dwayne Johnson, and this time Johnson brought company. In a video today, he introduced the healthy warrior energy drink, [ZOA Energy](#), which is available for purchase now at zoaenergy.com in North America, to the Xbox community.



Celebrating the launch of ZOA Energy, Johnson shares a peek to the gaming community of his pre-workout routine perfectly powered up by ZOA. As he moves through his warm-ups, we hear the narration stylings of Alex “Goldenboy” Mendez—the industry’s best hype man. In the video, Dwayne powers up and boosts his stats with a refreshing can of ZOA Energy pulled from a custom Xbox Series X ZOA mini-fridge. He shows gamers all around the focal point of his healthy, positive life—ZOA. Check out the full video here.

Fans have the chance to win their very-own customized ZOA Xbox Package that includes a custom Xbox Series X ZOA mini-fridge fully stocked with ZOA Energy products, a custom ZOA Xbox wireless controller and other fun surprises through Microsoft Rewards beginning next week on March 25th. The ZOA branded mini fridge matches the outer design of the Xbox Series X. Fans only need to redeem their Microsoft Rewards points for an entry into the sweepstakes, which can be done directly on an Xbox console or at rewards.microsoft.com. Microsoft Rewards is a free program that rewards fans for playing their favorite games, accessing special offers and more.

Sweepstakes ends June 1, 2021. NO PURCHASE NECESSARY. Open to legal residents of the 50 United States and D.C. See Official Rules for details including alternate method of entry.



Founded by Dwayne Johnson, Dany Garcia, Dave Rienzi and John Shulman, ZOA is the re-imagined healthy energy drink packed with a unique mix of vitamins and superfoods—perfect for Everyday Warriors, who always find the time and energy to do what they love, whether that’s playing Xbox, putting in a Rock-worthy work out, or both!

Players can get their head in the game with ZOA’s blend of green tea and green unroasted coffee for sustained energy and superfood ingredients like camu camu and acerola.

For more information on ZOA Energy or to try a can for yourself, visit zoaenergy.com. And to redeem Microsoft Rewards for a chance to win the custom Xbox Series X ZOA mini fridge starting March 25th, visit rewards.microsoft.com.