
TREK Women's Triathlon Series Celebrates Its Inaugural Year

Created by Women, Run by Women, Exclusively for Women



New York, NY- February 2009- The Xxtra Mile LLC proudly announces the launch of The 2009 TREK Women's Triathlon Series, an anticipated ten market triathlon series in cities including: Austin, TX; Southern California; New York Metro; Seattle, Washington; Chicagoland; Mount Snow, Vermont; Colorado; Walt Disney World® Resort (FL); Northern California; Las Vegas, Nevada. The TREK Women's Triathlon Series is the only major Women's Triathlon Series created by women, run by women. Exclusively for women.

“This is the team that built and ran the largest women's triathlon series in the sport for more than 15 years. This is the team that has delivered the triathlon experience to over 200,000 women,” says Maggie Sullivan, TREK Series Director. “We know how to make a triathlon where women are celebrated. The only difference is that the TREK triathlon will be bigger, allowing more women to “tri”, and will be more inclusive, having entry categories for women in the military, and the Athena (150+) group.”

Sullivan is the former Series director of the Danskin Triathlon series, and has been at the forefront of creating opportunities for women in the sport of triathlon. The Philadelphia Inquirer recognized her as the “The Grand Dame of Women's Triathlons.”

“For the TREK Series, we will have the ‘Swim Sisters’ program that everyone is familiar with to help participants feel more comfortable during the swim portion of the race. We have Sally Edwards who will be there to cheer on every wave at the start of the race, and will be the final finisher in every race, guaranteeing that no participant will be last,” explains Sullivan. “We are building on our collective experience and are making the experience of triathlon better. We know how to deliver what women want.”

Sullivan's team includes legendary Hall of Famer and Ironman Master's world record holder, Sally Edwards. Edwards is the TREK Series Chief Inspiration Officer.

“My role is to help women reach inside themselves and find what it takes to participate in this type of experience,” explains Edwards. “In fact, my goal this year is to help support my 200,000th woman across the finish line! I'm thrilled that Trek is committed to reaching that kind of milestone for women.”

The races within the TREK Series are sprint triathlons consisting of a ½ mile swim, 12 mile bicycle ride and a 3.1 mile run/walk.

Just Because the Economy is Bad Doesn't Mean Women Should Stay Home

The women behind the TREK Series understand that times are tough. Entry fees are set at \$75.00.

But the Series also wants to help women who have recently lost their jobs.

“The unemployment rate in this country is now 7%,” says Sullivan. “There are a lot of women who really need support from other women as they struggle to reassess their lives and their careers, or just get by. We’re going to reserve 7% of our entries for those women who have lost their jobs to race for free.” (Participants must show evidence of current unemployment for a complimentary entry and pay \$10.00 for USAT one day insurance.)

A Race That Fits Every Woman's Comfort and Experience Level

The TREK Women's Triathlon Series will feature an unprecedented seven official entry categories including: Age Groups (separated by five-year increments), Mixed Age Group (so you can do the race with family and friends), Athena (150lbs +), Women in Uniform (military or government), Physically Challenged, Elite and Relay as part of a continuing effort to provide the best possible race experience for all women. Selected cities within the Series will also include "youth focused" triathlons.

Charities Benefit Too -- TREK WTS is an Official Partner of 'Team Survivor'

On the Charity front, The TREK Women's Triathlon Series is partnering with Team Survivor, a non-profit 501(c)3 organization for women who have a present or past diagnosis of cancer. Team Survivor provides these women with free group exercise, health education classes and support programs. The TREK Women's Triathlon Series and Team Survivor allow women in the program to train, receive complimentary race registration for their first triathlon and benefit from special race day support.

And, on race day, the women of Team Survivor stand together at the starting line, with the support of the thousands of other women in the race.

Team Survivor, along with a National Cancer Research Charity, will benefit from the Participant Pledge Program where 100% of the proceeds from the Program will be shared equally by Team Survivor and the National Charity.

The TREK Women's Triathlon Series will also partner with a local charity in each Race region – giving back to the communities that support it!

Other Sponsors

TREK Bicycle Corporation, the Series' title Sponsor, is proud to partner with Platinum Level sponsors MassMutual Financial Group and BIC[®] and Jelly Belly Sport Beans[®] in the Silver Level category.

The 2009 TREK WTS will race in and around eleven major cities:

- Austin May 17
- Chicagoland July 12
- Colorado TBD
- Las Vegas, Nevada TBD
- New England August 9
- New York Metro June 21
- Northern California TBD
- Seattle, Washington July 5
- Southern California June 14
- Walt Disney World[®] Resort (FL) September 6

In addition to her role with The TREK Women's Triathlon Series, Sally Edwards is also CEO of HeartZones USA, an inspirational speaker and a best-selling author of 22 books on triathlon and fitness training. HeartZones is the Preferred Training Programs of the TREK Women's Triathlon Series. www.heartzones.com

For information on the TREK Women's Triathlon Series, and/or to be added to the Series mailing list, go to www.trekwomenstriathlonseries.com or, for further information, call 877-221-9665 (toll free).

The TREK Women's Triathlon Series is a property of The Xtra Mile LLC, a women's and girls' active lifestyle company based in New York City. Its properties currently include the TREK Women's Triathlon Series, Team Future[™], a mentoring and training program for women and girls, and BRAIDS[™], a think pink tank for women's and girls' active lifestyle initiatives. Trek is a registered trademark of the Trek Bicycle Corporation.

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