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**Trek Women Triathlon Series Coming To Palm Springs on  
October 10<sup>th</sup>  
Exclusively Designed for Women**



*New York, NY –April 2010* - The 2010 Trek Women Triathlon Series, with races planned in eight markets across the United States, is coming to Cahuilla Lake in Palm Springs, CA on October 10<sup>th</sup>. The Trek Women Triathlon Series joins the Danskin Triathlon Series, another Xxtra Mile property, as the only major women’s triathlon events created by women, run by women, exclusively for women.

Maggie Sullivan, the Trek Women Series Director and principal of The Xxtra Mile has been an integral force in women’s triathlons, and at the forefront of creating opportunities for women in the sport of triathlon since the first Danskin event in 1990. The Philadelphia Inquirer recognized Sullivan as the “The Grande Dame of Women’s Triathlons.”

“As we continue to build the Trek Women Triathlon Series, I am privileged to be part of a team of talented professionals who collectively have delivered outstanding triathlon experiences to hundreds of thousands of women throughout the country for the past 20 years,” said Sullivan. “We are building on our collective experience and are committed to making the entire Race experience meaningful and memorable.”

Legendary Triathlon Hall of Famer and Ironman Master’s world record holder, Sally Edwards will again serve as Chief Inspiration Officer for this second year of the Trek Women Triathlon Series.

“My role will be to help women find what it takes to participate in this type of activity,” explains Edwards. “I’m thrilled to be part of this Team in helping women exceed their own expectations.”

**Race Registration in Palm Springs Now Open**

The 8<sup>th</sup> Race will be held on October 10<sup>th</sup> in Palm Springs, CA with race distances consisting of: ½ mile swim, 12.5 mile bicycle ride, and 3.1 mile run/walk. Participants are encouraged to go to [www.trekwomenstriathlonseries.com](http://www.trekwomenstriathlonseries.com) for registration as soon as possible, as space is limited. For further information, call toll free at 1-877-221-9665 or send us your questions at [info@trekwomenstriathlon.com](mailto:info@trekwomenstriathlon.com).

**A Race That Fits Every Women’s Comfort and Experience Level**

The Trek Women 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.

### **It's About Supporting Others**

100% of the money from the Series' Participant Pledge Program is donated to The Breast Cancer Research Foundation and The National Association of Team Survivor. BCRF was founded in 1992 by the Lauder family. The Xxtra Mile has identified a Food Bank and Women's Shelter in each Race market. A collection of food, clothing and personal care products will be made at each Race Expo.

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

In addition, the Trek Women Triathlon Series is reaching out and supporting women who have recently lost their jobs.

### **2010 Race Dates & Venues**

While additional races are expected to be added to the schedule in coming years, the 2010 schedules for the Trek Women Triathlon Series are as follows:

#### **2010 Trek Women Triathlon Series\***

- East Bay, Northern California (Pleasanton) – June 27<sup>th</sup>
- Pleasant Prairie, WI (RecPlex)– July 11<sup>th</sup>
- Monroe, MI – July 18<sup>th</sup>
- Columbus, OH – July 25<sup>th</sup>
- Orlando, FL – September 5<sup>th</sup>
- Seattle, WA – September 19<sup>th</sup>
- Austin, TX – October 3<sup>rd</sup>
- Palm Springs, CA – October 10<sup>th</sup>

### **Charitable Partners**

The Xxtra Mile is proud to continue its partnerships with both The Breast Cancer Research Foundation (BCRF) and The National Association of Team Survivor (NATS).

### **About The Xxtra Mile LLC**

The Xxtra Mile formed in 2008 provides a platform to deliver high quality, life-changing, women only active lifestyle events. The Xxtra Mile's properties include The Trek Women Triathlon Series, The Danskin Triathlon Series, The Holiday Run Series™, a multi-distance running Series, Team Future™, a mentoring program for young women, and Braids™, a think tank for women's

and girl's active lifestyle initiatives. Each of these properties has as its focus, women helping other women.

For further information on the Trek Women Triathlon Series, go to [www.xxtramile.com](http://www.xxtramile.com) or call 877-221-9665 (toll free).

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