



MUSSELMAN

triathlon

For Immediate Release
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MUSSELMAN TRIATHLON FEATURED IN NATIONAL SPOTLIGHT

(GENEVA, NEW YORK) Organizers of the Musselman Triathlon have announced that the race will be recognized as a ‘can’t-miss’ event by three national publications.

In May, *Bicycling Magazine*, which bills itself as *The World’s Leading Bike Magazine*, named the Musselman one of its twenty-one recommended triathlons for cyclists looking to try a multisport race in its *2008 Spring Triathlon Guide*. The Musselman took top billing for races in the northeast, and was the only race in New York State to be featured.

In June, *Inside Triathlon Magazine* will chronicle the Musselman as its ‘featured race’ of the month. The publication chooses one race in the U.S. to showcase in each issue, based in part on reader input. *Inside Triathlon* had already named the Musselman the #4 race in the nation in its January 2008 *Editors Picks*.

In addition, race organizers recently received word that magazine publisher *Rainmaker Publications* is producing a book titled *Fifty Great U.S. Triathlons*. Among the races listed: the Musselman Triathlon. Each race selected was chosen from the results of voting, and the Musselman did well enough in the survey to make the cut.

“Last year’s Musselman races drew more than thirteen hundred participants from thirty-two states and provinces, so we hoped the national attention would follow,” says race director Jeff Henderson. “It’s an honor to be featured in the same magazines that the top triathletes and cyclists across the world read on a regular basis.”

Henderson’s other two events – the Fly By Night Duathlon in Watkins Glen, and the City of Portland Triathlon in Portland, Oregon – have also been listed as Editor’s Picks in *Inside Triathlon*, and the Portland Triathlon was listed as one of *Bicycling Magazine*’s top picks for the northwest region, as well.

“The fact that we’re now being written about in magazines like *Bicycling* and *Inside Triathlon* will contribute toward making the Musselman a destination race for triathletes across the U.S.,” Henderson says. “That’s good for the Musselman – and good for the Finger Lakes and all of Central New York, as well.”

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Musselman Triathlon Weekend is an annual multisport weekend held in Geneva, New York July 12th and 13th. It consists of four races, including a half-Iron distance triathlon and the only ITU Pan American Cup race east of the Mississippi. The Musselman has raised nearly \$50,000 for local charities, including the Geneva Boys & Girls Clubs, in the past four years.

For more information on this release, or press coverage for the event, please contact C. D. Henderson, coordinator of public relations and media, at 305-851-5975 or press@musselmantri.com. For information on the Musselman Triathlon series of events please contact race director Jeff Henderson at jeff@onemillionrevolutions.org. For more information on *Bicycling Magazine* please visit <http://www.bicycling.com>. For more information on *Inside Triathlon Magazine* please visit <http://www.insidetri.com>.

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