



FOR IMMEDIATE RELEASE

The Musselman Triathlon is pleased to announce Red Jacket Orchards as the Presenting Sponsor for the 2007 edition of the event. In 2004 Red Jacket Orchards became the very first sponsor of the annual Geneva event, and this year's partnership continues its commitment to growing a sustainable farm, family, and community.

Red Jacket Orchards will provide Musselman athletes fresh and locally grown fruit from its vast orchards located in Geneva, NY. In addition, fresh-pressed ciders and juices will keep athletes, volunteers, and organizers hydrated during race weekend. Homegrown apples, cherries, apricots, and strawberries have become a staple at all Musselman events, with participants able to find them at race check-in, the finish line, and aid stations on the course.

"The Musselman would not be where it is today without the loyal commitment of Red Jacket Orchards," says race director Jeff Henderson. "It is important for us to be able to offer our athletes local, fresh, natural, and delicious products during the weekend, and the epitome of that is Red Jacket.

"When I watch an athlete grab a bottle of Summer Harvest Blend at the finish line and stand there with a smile on his face, I know he'll be back to Geneva next year."

Red Jacket Orchards has been family-owned and operated since 1958, when the Nicholson family set up a roadside farm stand along Routes 5&20 in Geneva. Their growing business, use of sustainable and responsible farming practices, and involvement in the local community earned the title of Business of the Year from the Geneva Chamber of Commerce in 2006. In addition to the seasonal fruits and juices available at the Musselman, Red Jacket grows, packs, and distributes over 625 acres of high quality fruit across the Northeast.

The 4th annual Musselman Triathlon will take place in and around Geneva, NY on July 14-15, 2007. Named one of the top 10 half-iron distance races in the country by *Inside Triathlon* magazine, the Musselman also includes a sprint and kid's distance triathlon over the course of race weekend. This year the Musselman will also play host to an ITU Pan American Cup, one of five in the country offering the world's best professionals a chance to compete for \$20,000 and world ranking points toward qualifying for the 2008 Olympic Trials.

Over 1,400 participants are expected for Musselman 2007, and registration is now open at the Musselman website. The race sold out in 2006 with 1,043 participants from 31 states and five provinces in Canada.

More information on Red Jacket Orchards can be found at www.redjacketorchards.com.

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