



**For Immediate Release**  
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**MUSSELMAN TRIATHLON SOLD OUT**  
**Race Completely Booked More Than Four Months Before Event**  
**'Charity Slots' To Be Offered For First Time Ever in 2011**

**(GENEVA, NEW YORK)** Organizers for the Musselman Triathlon have announced that the event, to be held July 16<sup>th</sup> and 17<sup>th</sup> in Geneva, New York, has already sold out more than four months prior to the race.

The Musselman Triathlon, named one of the '100 Best Races' in the U.S. by Triathlete Magazine, has seen participation grow steadily every year it began in 2004. The half-Iron distance race sold out weeks before the event last year, but the surge in popularity this year came months earlier than in 2010.

Within a day of the sellout a waiting list nearly thirty-deep had already been established, with the number continuing to grow daily, prompting the triathlon's organizing committee to do something it had considered in years past but not yet done: offer twenty 'charity slots', with 100% of the proceeds going directly to local charities. Ten slots have been made available at \$500 each, and ten slots at \$1,000 each. Within the first hours of their offering on the race website, five had already been scooped up by eager Mussel athletes: two to support the Boys & Girls Clubs of Geneva, two to support the Salvation Army, and one to support the Community Lunch Program. Organizers expect all twenty slots to be taken quickly.

"The charity slots represent one way we can return the overwhelming community support for this event back to the community," says race director Jeff Henderson. "The friendly, welcoming, and gracious acceptance of visiting athletes by the citizens of Geneva is a major reason why there is such demand for participation. Through the charity slots, we can continue to do good in Geneva through this event."

The mini-Mussel, an sprint-distance version of the half-Iron Musselman, is expected to sell out by the end of March. Triathletes interested in the mini-Mussel, or the Musselman via the charity slots or the wait list, can visit [www.musselmantri.com](http://www.musselmantri.com).

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The Musselman Triathlon is an annual event held in Geneva, NY July 16<sup>th</sup> and 17<sup>th</sup>. The event, now in its eighth year, consists of the Musselman Triathlon, a half-Iron distance race, as well as the mini-Mussel sprint, MusselKids race, and the Micro-Mussel. For more information on this release please contact C. D. Henderson at [pr@musselmantri.com](mailto:pr@musselmantri.com) or 1-800-915-6960.

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