



For Immediate Release
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MUSSELMAN TRIATHLON ATTRACTS TITLE SPONSOR
Becomes WoolSports Musselman Triathlon in 2011

(GENEVA, NEW YORK) The Musselman Triathlon announces its first-ever title sponsor: in 2011 the Musselman Triathlon becomes the WoolSports Musselman Triathlon. At the same time, the race – founded by Jeff Henderson, a leader in bringing sustainable practices to multisport events across the country – will premier the company’s products: athletic wear made out of Merino wool.

WoolSports is a new company based out of Dallas, TX. The company’s goal: provide athletic apparel that works – using 100% Merino wool, shorn from sheep in Australia and New Zealand, shipped to the U.S., and manufactured in the United States.

Company president Eric Lankford was already familiar with the Musselman name when he signed up to race in the event. When illness forced him to bow out, he decided to volunteer at the event instead.

“I was really impressed with how everything was run,” Lankford says. “At the same time I was already looking at getting my product into triathlons, sort of a grass-roots effort directed into this explosive market nobody is focusing on when it comes to wool. I’d talked to Jeff (Henderson), and he already knew about wool.” After visiting the event, Lankford and WoolSports decided to take on the title sponsorship role.

“The Musselman Triathlon has been looking for a true performance fabric that includes respect for the environment since its inception,” says race director Jeff Henderson. “We’ve explored t-shirts made of cotton, when we didn’t know any better. And we’ve improved steadily, with organic cotton, bamboo, and charcoal/bamboo and recycled polyester. The Musselman was one of the first events in the United States to offer its participants shirts made of 100% bamboo. We believe that, thanks to WoolSports, we will now be the first to provide a shirt made of wool.”

In the first year of the partnership, each WoolSports Musselman Triathlon participant will receive a pair of wool socks and a wool cap; in 2012 the company will provide participants and volunteers with a wool race shirt. And, effective immediately, all podium winners will receive a custom, 100% Merino wool WoolSports Musselman Triathlon bicycle jersey.

Merino wool is lightweight, breathable, and naturally wicking, and even repel odors – all important in triathlon training.

- Merino wool is multi-climatic: it regulates body temperature – warm in winter, cool in summer.
- Merino wool allows the body to retain warmth even when wet.
- Merino wool repels liquids like rain.
- Merino wool does not wrinkle, is flexible and tailors easily, and retains its shape.
- Merino wool lasts – it resists wear and tear – yet is lightweight and durable.

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Most importantly, perhaps, to Musselman organizers: the fabric is shorn from sheep, making it natural, sustainable, and renewable.

The official WoolSports launch will take place at the WoolSports Musselman Triathlon in July.

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The Musselman Triathlon is an annual event held in Geneva, NY July 15th – 17th. 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 or 1-800-915-6960.

WoolSports, based in Dallas, TX is a company which strives to provide innovative, high-quality, high-value, wool fiber apparel and related products. For more information, visit the company's official website at www.woolsports.com.