



**FOR IMMEDIATE RELEASE**  
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## **P.R. Event Management Announces The Peddler Bike Shop to Sponsor 34<sup>th</sup> Memphis In May Triathlon May 20-22, 2016**

**Memphis, TN - P.R. Event Management, LLC** is proud to announce that **The Peddler Bike Shop** will be the presenting sponsor for the **34<sup>th</sup> annual Memphis in May Triathlon Weekend May 20-22, 2016** at **Edmund Orgill Park** in Millington, Tenn.

“We are thrilled to partner with The Peddler Bike Shop for this year’s Memphis in May Triathlon Weekend,” said Wyndell Robertson. “As the largest TREK bicycle dealer in Tennessee, The Peddler Bike Shop lends support to four race teams, four cycling clubs and two bicycle cooperatives and has supplied the University of Memphis with more than 50 rental bike. The Peddler’s history within our racing community, combined with our own long history of organizing and producing successful racing events in the region, is a win-win for the event and its participants.”

Robertson and his wife, Pam Routh, are the principal owners of P.R. Event Management, a sports event management company founded in July 2015. Together, the couple has been involved in the sport event management business in the Mid-South for nearly 30 years. They first met when both were training for the 1987 Memphis in May Triathlon and managed their first race in 1988 with the Memphis in May 10K.

The Peddler Bike Shop was established in 1971 and is owned by Hal Mabray who has been associated with the company since first joining its staff in 1986. Mabray’s dedication to help the Mid-South become more cycling friendly has found him in the offices of state and federal officials to petition for the importance of bicycling to local, regional and state economies. He has been recognized by Livable Memphis, Walk/Bike Memphis, Meritan, American Diabetes Association, Juvenile Diabetes Research Foundation, The Junior League of Memphis and St. Jude Children’s Research Hospital for his efforts.

The **Memphis in May Triathlon Weekend** kicks off on **Friday, May 20** from 3 to 7 p.m. with the **Sports Expo** which continues on Saturday from 9:30 a.m. until 6 p.m. **The MIM Sprint Triathlon begins at 8 a.m. on Saturday, May 21.** A sprint triathlon is a 1/3-mile swim, 12-mile bike ride and 3-mile run ideal for competitors who are new to the sport. **The MIM Olympic Triathlon begins at 7 a.m. on Sunday, May 22.** The Triathlon is a 1.5K-swim, 24.8 mile-bike ride and 6.2-mile (10K) run.

P.R. Events Management produces fun and safe experiences that draw awareness, exposure and monetary support for the many charitable organizations with whom they partner.

**For information on all P.R. Event Management upcoming races and registration, go to [www.pr-eventmanagement.net](http://www.pr-eventmanagement.net).**