



**For Immediate Release**  
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## **P.R. Event Management, LLC is Now ‘On their Mark’**

**Memphis, TN** – The Memphis couple that has been instrumental in organizing and presenting area racing events, including the 2015 Memphis in May Triathlon Sports Festival, are now branching off into their own new business venture. **P.R. Event Management, LLC** is the newly-formed partnership of **Wyndell Robertson** and his wife, **Pam Routh**.

Robertson and Routh are veterans of organizing and managing triathlon and racing events. Both have been involved with numerous regional races such as the Dragon Fly Triathlon in Sardis, Miss.; Mighty Mite Triathlon in Forrest City, Ark., the Heatwave Triathlon and Natchez Trace Century Bike Ride in Ridgeland, Miss., and the 1991 World Police and Fire Games Triathlon in Memphis.

With nearly 30 years of sports management experience, Robertson was race director certified by USA Triathlon and received the USA Triathlon Race of the Year Award for his and Routh’s production of the 1997 Memphis in May Triathlon. Triathlon Magazine named Memphis in May “Tri Editor’s Choice 100 Best Races” in 2010. Robertson, a founding member of Start2Finish Event Management for the past 10 years, dissolved his partnership with Start2Finish and established P.R. Event Management, LLC.

Routh has been involved with all aspects of race management – from event creation, branding and promotion to printing t-shirts, awards and finisher medals – for more than 30 years. In addition to being a triathlete who qualified and competed in Hawaii’s prestigious Iron Man Triathlon World Championship in 1992, she has been a participant and an enthusiastic volunteer and race director for events throughout the Mid-South for more than three decades.

“This is the dream of a lifetime,” Robertson said. “We have a long history of success with events in the area and are excited to bring the same high level of production services to our continued associations with the Memphis in May, Mighty Mite and Heatwave triathlons next year. By expanding into new regional markets we can broaden our business by offering individualized events for each new client.”

Routh added, “Our goal with the business is to continue to promote fitness and health. Everyone knows that when you have your health you have everything. We are very much about having a physically active community.”

P.R. Event Management, LLC plans to present several new events in 2016, has contracted with six race events for next year and is currently coordinating with Bass Pro Shops at the Pyramid to kick off a new race event in Memphis this fall during the **World Hunting & Waterfowl Expo & Sales**. The **Duck Dash 5k**, a fundraiser for Ducks Unlimited, will be **Saturday, Oct. 24** at 9 a.m.

Additionally, P.R. Event Management, LLC will produce the **2<sup>nd</sup> Annual Ken Novotny Concord Academy Chilly Chili 5k and 1-Mile Family Fun Run** to benefit the private Memphis school on **Nov. 21**.

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

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