



**FOR IMMEDIATE RELEASE**

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**35<sup>th</sup> Annual Memphis in May Triathlon and Sports Expo**  
**Returns to Edmund Orgill Park in Millington on May 19-21**

**Memphis, TN** – The **35<sup>th</sup> Annual Memphis in May Olympic Triathlon and Sprint Triathlon** return to **Edmund Orgill Park** in **Millington, Tenn.**, on **May 19-21**, under the direction of **Pam Routh** and **Wyndell Robertson**, co-founders of **P.R. Event Management, LLC**. Robertson and Routh are veteran race directors who have been involved with the Memphis in May Triathlon since the late 1980s. As one of the oldest continuous running triathlon events in the United States, the MIM Olympic Triathlon won USA Triathlon Race of the Year in 1997 under the direction of Robertson and Routh. Race directors expect this year’s event to draw **700 local, regional and national triathletes** and **nearly 3,000 fitness enthusiasts from across the country**. Participants will vie for finisher medals and trophies presented to the first, second and third place winners in each age category. An awards ceremony will be held on Sunday during the post-race party that features live Memphis music, refreshments and an Elvis impersonator (Jeff Sass) shaking it up for each runner as they cross the finish line.

**An Amateur Challenge with a \$5,000 prize purse** will be paid to **the top 15 male and female athletes who participate in both triathlon events**. The Challenge consists of the lowest total combined time in both the Sprint Triathlon and the Olympic Distance Triathlon.

**An Active Duty Military and Reserves Division** is open to members of any branch of military service. This exclusive division includes awards for male and female age group, masters, relays, wheel chair and para-athlete categories.

Athletes will have a chance to **swim-the-course** twice in **Casper Lake** before the races begin to practice and improve their open water swim performance. **Open Water Swim Clinics** will be offered on **Friday, May 19** following the **Sprint Pre-Race Course Preview & “Ask an Expert” Panel Discussion Reception** beginning at **5:30 p.m** and again at **noon** on **Saturday, May 20**, following the **Triathlon Pre-Race Course Preview & “Ask an Expert” Panel Discussion Reception**. Clinic swim coaches are **Danny Fadgen**, aquatics director for the Memphis Jewish Community Center and **Rob Snowberger** of E-Z Swim.com.

**Triathlon events kick off on Friday, May 19 with the FREE Sports Expo**. **Open to the public from 3 to 7 p.m.**, event participants can register in person and pick up their packets while shopping and viewing the newest in sports gear, bikes, clothing and footwear. **The course preview meeting and reception for Sprint competitors begins at 5:30 p.m.** The **Sports Expo** continues on **Saturday, May 20**, from **9:30 a.m. to 6 p.m.** with a **course preview meeting and reception for Triathlon competitors at noon**. Swim, bike and run experts will be available to answer questions during the Expo.

**The MIM Sprint Triathlon begins at 8 a.m. on Saturday, May 20.** A sprint triathlon is a short-distance triathlon ideal for competitors who are new to the sport because it requires less training. It consists of a 1/3-mile swim, a 12-mile bike ride and 3-mile run.

**The 35<sup>th</sup> Annual Memphis in May Olympic Triathlon begins at 7 a.m. on Sunday, May 21.** The triathlon includes swimming .93miles (1.5 K) in Casper Lake, biking 24.9 miles (40K) around Edmund Orgill Park and a 6.2-mile (10K) run.

“This event couldn’t happen without lots of community and sponsor support,” said Routh. This year’s event sponsors are **Great Wave SEO, Prairie Farms Dairy, Jimmy Reed – Marx & Bendorf Real Estate Company, Homer Skelton Ford/Homer Skelton Jeep of Millington, The Peddler Bike Shop,** and **Millington Chamber of Commerce.** “We also wish to recognize the Shelby County Conservation Board, City of Millington, Millington Police Department, the Millington Naval Air Station Moral, Welfare and Recreation Department and the Shelby County Sheriff Department for their roles in making this event a success every year,” Routh added.

The Memphis In May Triathlon Sports Festival relies on hundreds of volunteers over the three-day weekend. Volunteers receive a T-shirt and wrist band for the hospitality tent for food and beverages. “Groups have partnered with us in years past to include their organization for service projects,” Routh said. “We invite community groups to volunteer and assist with registration, packet pick up, water stops and other race activities.”

***Proceeds from these events will benefit Orgill Park improvements including new park benches.***

For information on sponsorships, to be a Sports Expo vendor or to volunteer for the event, visit [pr-eventmanagement.net](http://pr-eventmanagement.net) or contact **Pam Routh at (901) 550-2114** or [pamrunsraces@gmail.com](mailto:pamrunsraces@gmail.com).

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

### **Triathlon Fun Facts\***

#### **Who is a triathlete?**

Average age 38

Female 39.5%, Male 59.6%

Median Income \$126,000

63% married, 44% children at home

49% white collar, 19% professional job, 12% students/education, 12% blue collar, 6% military

88.2% White, 3.2% Hispanic, 2, 1 Asian, 1.5 5 multi, .5 African-American, 1.1% other

\* *Facts posted on USAT website*

