



FOR IMMEDIATE RELEASE
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40th Annual Memphis in May Olympic & Sprint Triathlons May 13-14
This Year an AquaBike Race is Introduced to the Event
\$5,000 Amateur Purse Prize Will Be Presented to Top Athletes in All Tri
Events

Memphis, TN – **P.R Event Management** will present the **40th Annual Memphis in May Olympic and Sprint Triathlons** at **Shelby Farms Park** on **May 13-14, 2023**.

New this year is an **AquaBike** race in both competitions. AquaBike is a swim-bike race, essentially a trimmed-down triathlon that has been reduced by a third through eliminating the running portion from the race.

An **Amateur Challenge with a \$5,000 prize purse** will be paid to the **top male and female athletes with the lowest total combined time** who participate in both the Olympic and sprint races. As in years' past, an Elvis impersonator will “shake, rattle and roll” it up for all runners as they cross the finish line.

In association with **Memphis Tourism**, the Olympic and Sprint Triathlons are among the **oldest continuous running triathlon events in the United States**. “AquaBike is relatively new to the triathlon scene, and most AquaBike events take place alongside triathlons,” said **Pam Routh**, race director and co-founder of **P.R. Event Management**. “It’s an ideal non-impact format for individuals who can’t or don’t want

to do the running segment of a triathlon.”

AquaBike offers a competitive multisport solution for non-runners as well as athletes with chronic knee problems who seek a taste of competition over and above being on a relay team. “AquaBike lets participants tackle a competitive endurance challenge with their feet barely needing to touch the e ground,” added Routh.

Presenting sponsor is Dr. Thomas Ratliff West Clinic. Gold sponsor is Gerald Emerson, financial advisor for Prudential Advisors. Event sponsors include Prairie Farms, Bikes Plus, Giant Bicycles, LIV Bikes, BPC Performance Coaching/Dale Sanford, Blue Sky Couriers, Hook Point Brewing Company of Collierville, Active Bolt and Screw, SuperLo Foods, Sterns Cardiovascular, Cornell Mahon Design, Dr. Barbara Geater Family Medicine, Blair Parker Landscape Designs, and media sponsor is Memphis Health + Fitness magazine.

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Olympic distance triathletes and AquaBike racers will compete at 6:30 a.m. on Saturday, May 13, with a 1.5 kilometer (.93 miles) swim in Hyde Lake, then bike 40 kilometers (24.9 miles) through the surrounding park and portions of Memphis and Shelby County, and finish with a 10-kilometer (6.2 miles) run on paved surfaces in the park.

Sprint distance triathletes and AquaBike racers will compete at 6:30 a.m. on Sunday, May 14, on a shortened course that consists of a 1/3-mile swim, a 13-mile bike ride and 3-mile run. The shorter distance of the sprint triathlon is ideal for competitors who are new to the sport because it requires less training.

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

Pam Routh and Wyndell Robertson, co-founders of P.R. Event Management, and veteran race directors who have been involved with the Memphis in May Triathlon since the late 1980s, expect this year’s event to draw from hundreds of regional and national triathletes and fitness enthusiasts from across the country. All participants will vie for finisher medals and awards presented to the first, second and third place winners in each age category up to age 80+ in all races. Participants will enjoy a post-race party with food and a DJ following both events.

Triathlon events kick off on Friday, May 12 from 3 to 7 p.m. with registration and packet pick up for all event participants. Olympic distance ONLY packet pickup is from up 5:30 a.m. to 6:45 a.m. on Saturday, May 13. Registration and packet pickup will reopen for Sprint distance from 12 p.m. noon to 5 p.m. on Saturday, May 14.

The Memphis In May Triathlon invites community groups to volunteer and assist with registration, packet pick up, water stops and other race activities. Groups who wish to include their organization for service projects should contact the race director. All volunteers will receive a T-shirt and wrist band for the hospitality tent so they can join in the excitement.

To register, or for information on **sponsorships** and **volunteering** for the event, visit pr-eventmanagement.net or contact Pam Routh at (901) 550-2114 or pamrunsaces@gmail.com.

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