



FOR IMMEDIATE RELEASE

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**The 35th Annual Memphis in May Triathlon and Sports Expo
Returns to Edmund Orgill Park in Millington, Tennessee, May 19-21, 2017**

Memphis, TN – One of the oldest continuous running triathlon events in the United States – **The 35th Annual Memphis in May Olympic Triathlon and Sprint Triathlon** – returns 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. Under their direction the MIM Olympic Triathlon won USA Triathlon Race of the Year in 1997.

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.

Race directors expect this year's event to draw 700 local, regional and national triathletes and 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 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.

Open-Water Swim Clinics will be offered at **Casper Lake** on the Memphis in May Triathlon swim course to give athletes an opportunity to improve their performance before the races begin. Clinics will be offered on **Friday, May 19** and on **Saturday, May 20**. A **practice swim-the-course** will follow the clinics on Friday and Saturday. 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 p.m. 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 Sports Expo continues on **Saturday, May 20, from 9:30 a.m. until 6 p.m.**

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 35th 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 24.8 miles (40K) around Edmund Orgill Park and a 6.2-mile (10K) run.

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."

"This event couldn't happen without the great community support of the Shelby County Conservation Board, City of Millington, Millington Chamber of Commerce, Millington Police Department, the Millington Naval Air Station Moral, Welfare and Recreation Department and the Shelby County Sheriff Department," Routh said.

For information on sponsorships, to be a Sports Expo vendor or to volunteer for the event, visit pr-eventmanagement.net or contact **Pam Routh at (901) 550-2114** or pamrunsaces@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*

