



FOR IMMEDIATE RELEASE

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4th Annual Annie Oakley & Buffalo Bill Triathlons on June 22 at Shelby Farms

The 4th Annual Annie Oakley & Buffalo Bill Super Sprint and Sprint Triathlons will be **Saturday, June 22 at Shelby Farms** (south of the intersection of Farm Road and Walnut Grove Road). The event includes **four races**: an all-women super sprint triathlon, an all-women sprint triathlon, an all-men super sprint triathlon, and an all-men sprint triathlon. The **first race begins at 6:30 a.m.** and **the other runs will follow back-to-back all on the same day.** Bikes Plus and Bike World are sponsoring the event which benefits Shelby Farms.

A western style brunch will be served following the race featuring croissants from **La Baguette**, **Prairie Farms** chocolate milk and **Flat Hat Ale** from Memphis' newest local brewery, **Tail Hook Brewery**, which plans to open a brick and mortar location in Collierville in September.

All race participants will receive a custom T-shirt and finisher medal. Original handmade horse shoe awards will be presented to winners in each category. Event participants will receive a chance to win a **LIV bike** (for women) and a **Giant bike** (for men). Additionally, helmets and bike shoes will also be awarded. Participants must be present to win.

The super sprint races are a ¼-mile swim, 8-mile road bike ride and 2-mile paved-trail run. The sprint races are ½-mile swim, a 16-mile road bike ride and a 4-mile paved-trail run. The swim will be in Trap Lake on the south side of Walnut Grove Road, next to the Shelby Farms Greenline Trail (near the former shooting range and paint ball park).

"The very short distances of the Super Sprint and Sprint are easier to train for and gives athletes an opportunity to try multi-sport events," said Pam Routh, race director and partner in P.R. Event Management, race presenter.

The event name is a nod to the buffalos that graze at Shelby Farms and its proximity to a shooting range. Annie Oakley was an American sharpshooter and became a renowned international star who entertained and traveled with Buffalo Bill's Wild West show from 1885 through the turn of the century.

"Running triathlons builds great confidence," Routh said. "Our goal is to promote the sport of triathlon and present local opportunities for athletes to challenge themselves in new ways. We encourage relay teams, especially with family members."

For information 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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