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For Immediate Release

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Syracuse Selected as a Stop on 2008 National TriAmerica Triathlon Series Tour

SYRACUSE, March 3, 2008— Sommer Sports Events of Clermont, Florida, has announced its 2008 TriAmerica National Triathlon Series Tour schedule, featuring **Syracuse**, as one of the events, six confirmed stops.

The Triathlon will take place at Oneida Shores Park (9400 Bartell Road, Brewerton, NY) on June 28th and 29th.

This is the first time a city in New York State has been chosen as a stop in the TriAmerica Triathlon Tour!

The TriAmerica National Triathlon Series Tour is America's premier triathlon series and is the only series of its kind in the U.S. Visiting six states in 2008, each destination city tour stop, including **Syracuse**, features the new TriAmerica Distance Triathlon featuring a 2K swim, 60K bike and a 15K run. Other weekend events include a short course triathlon, a TriAmerica Super Sprint Triathlon, a TriKidz youth triathlon, and the two-day interactive TriAmerica Festival of Sports & Fitness.

"We couldn't be happier to be chosen as a host city for this tremendous event. We're proud to be included as a destination city tour stop, among the likes of other cities involved, such as Myrtle Beach. We'll look forward to making the triathlons stop in Syracuse a success," said David Holder, Syracuse Convention & Visitor Bureau president.

This year's tour launches on Florida's beautiful Gulf Coast at Charlotte Harbor and concludes with the TriAmerica National Triathlon Series Tour Championship at Myrtle Beach, South Carolina. Syracuse is among several other

destination stops of the tour including: the Louisiana North Shore; Clear Lake – Houston, Texas; and Michigan City, Indiana.

The current TriAmerica Tour schedule is as follows*:

Stop #1	May 3-4	Charlotte Harbor – Englewood, FL
Stop #2	May 24-25	New Orleans North Shore (Mandeville), LA
Stop #3	June 14-15	Clear Lake – Houston, TX
Stop #4	June 28-29	Syracuse, NY (Oneida Shores Park)
Stop #5	September 6-7	Indiana Dunes – Michigan City, IN
Championship	October 11-12	Myrtle Beach, SC

*Additional cities may be added prior to the series launch on May 3-4

The TriAmerica National Triathlon Series Tour is owned and managed by Sommer Sports; a nationally recognized event management team based in Clermont. Sommer Sports’ triathlons have received numerous awards including the USA Triathlon Race of the Year award (two time recipient).

For more information on the TriAmerica Series, please visit www.triamerica.com, or contact Fred Sommer at fred@triamerica.com or 352-394-1320.

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