



trekwomen

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Trek Women Expands Triathlon Reach, Encourages More Women to “Tri”

Trek Women to Sponsor 3 Triathlon Series in 2011: Trek Women Triathlon Series, Danskin Series and Iron Girl Series

(Madison, WI) — Trek Women announced today its sponsorship of 3 triathlon series in 2011, encouraging thousands of women to take on the attainable challenge of completing a triathlon. The 2011 Trek Women Triathlon Series, already in its third year of existence, will travel to six locations throughout the U.S., including a new venue in Howell, MI. To boost participation among younger riders, a new “14221” category has been added for participants aged 14-21, with a reduced entry fee of \$60. More information and registration can be found at www.trekwomenstriathlonseries.com.

“Women and triathlon go together like chocolate and peanut butter,” said Leslie Previsch, Trek Women Brand Manager. “The growth of the sport is exploding, and female athletes are the fastest-growing demographic. As more women discover triathlon, they inspire others who realize, ‘if they can do it, so can I!’ We’re excited to support events that help thousands of women to ‘tri.’”

New this season, Trek Women will be the Official Bike Sponsor of the 2011 Iron Girl Series. Featuring events in 13 locations across the U.S., including 3 run/walk races, the Iron Girl series is an excellent opportunity to introduce runners to the cross-training advantages of cycling. Details can be found at www.irongirl.com. For the 5th year, Trek Women will also be the Official Bike Sponsor for the 2011 Danskin Series, the longest-running women's triathlon series. The 2011 Danskin schedule has five locations and dates identified, with additional races to be announced in the near future. Full details can be found at www.danskintriathlon.net.

Many women get into the sport of triathlon riding one of the Trek Women’s Specific Design (WSD) road bikes, such as the new [Lexa](#) line, which are designed to fit women better than traditional men’s bikes. Other race participants are experienced triathletes who look forward to improving their times on triathlon models like Trek’s Speed Concept, which features Trek’s industry-leading triathlon technology.

Trek Women is a community of women who love riding bikes. Visit the Trek Women website at www.trebikes.com/women and follow Trek Women on Facebook at www.facebook.com/TrekWomen.

**2011 Trek Women Triathlon Series
Dates and Locations***

July 10 Pleasant Prairie, WI
Aug. 7 Howell, MI
Aug. 28 Columbus, Ohio
Sept. 4 Orlando, FL
Sept. 18 Seattle, WA
Oct. 2 Austin, TX

**2011 Danskin Series
Dates and Locations***

May 8 Orlando, FL
June 5 Austin, TX
Aug. 14 Seattle, WA
Aug. 21 Pleasant Prairie, WI
Sept. 11 Sandy Hook, NJ

**2011 Iron Girl Series
Dates and Locations**

April 10 Clearwater, FL (Run/walk)
April 30 Lake Las Vegas, NV
May 15 Atlanta, GA
May 22 New Orleans, LA
June 26 Portland, OR
July 31 Racine, WI
Aug. 7 Syracuse, NY
Aug. 21 Columbia, MD
Aug. 27 Boulder, CO
Sept. 11 Seattle, WA (Run/walk)
Sept. 18 Lake Tahoe South Shore, CA
Sept. 25 Bloomington, MN (Duathlon)
Nov. 6 Del Mar, CA (Run/walk)

* Schedule subject to change. Additional dates may also be added.

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About Trek Bicycle:

Trek Bicycle is a global leader in the design and manufacture of bicycles and related products. Trek believes the bicycle can be a simple solution to many of the world's most complex problems, and is committed to breaking down the barriers that prevent people from using bicycles more often for transportation, recreation, and inspiration. For more information about Trek, visit www.trebikes.com.