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FOR IMMEDIATE RELEASE

February 18, 2008

“TRI-TO-WIN” SavageMan Triathlon Festival *Second Annual “Savage Race to Fight a Savage Cancer”*

Westminster, MD - The second annual “TRI-TO-WIN” SavageMan Half Triathlon, the “world’s most savage and beautiful triathlon,” organized by, and benefiting, the Joanna M. Nicolay Melanoma Foundation, will be staged at Deep Creek Lake State Park in western Maryland on September 21, 2008. The inaugural fundraising triathlon in September 2007, presented by the Foundation’s “TRI-TO-WIN” Events, featured a very notable field of pro, elite and amateur triathletes from Australia, Canada, Belgium, the U.S. Virgin Islands and 13 states throughout the U.S. In 2008, the event expands to become a triathlon festival with the addition of the SavageMan International-distance triathlon to compliment race offerings and fundraising activity.

In the 2007 post-race interview with Chris McDonald, AUS, (available in full at www.savagemantri.org), who was the men’s overall winner at both the SavageMan Half in 4:46:31 and likewise, several weeks earlier at the inaugural Ironman Louisville in 8:38:39, he described the course and the charity in these words, *“There’s lots of flat fast courses...I love it when people put on a race that’s different, that’s challenging. I’ve done the ‘World’s Toughest Half’ in California, and it’s nowhere near as hard as this! The charity is fantastic! As triathletes we spend hours and hours outside in the sun. The more research that goes into melanoma and awareness of the disease, it only helps us – I think it’s a great idea.”*

The SavageMan Half’s “signature” features boast: a 1.2-mile swim in Maryland’s largest lake at 2,000’ in the Allegheny Mountains highlands; followed by the crown jewel bike stage featuring 5,500’ vertical climbing and the most savage ascent in all of triathlon, the Westernport “Wall” and Big Savage Mountain summit over the Eastern Continental Divide; and, culminates in twice tackling the 550’ ascent from the shores of Deep Creek Lake to the fire-tower perched atop Meadow Mountain, and finally back to the exceedingly panoramic, lakeside finish.

Though many triathletes recognize the famous vertical challenge- “The Beast” of St. Croix - long considered the toughest climb in all of triathlon, this benchmark now stands eclipsed in SavageMan’s shadow. The Westernport “Wall,” at just four street blocks, is not particularly long, but at an average grade of 25% and a max pitch of 31%, successfully getting up the final block of the “Wall” takes a bit of skill, luck, and a lot of “True Savage” determination! Unlike “The Beast” which descends after its 600’ climb, the epic SavageMan course keeps climbing for a total of 7.1 miles with 1950’ of elevation gain, the majority of climbing comes in the first and last miles.

The Joanna M. Nicolay Melanoma Foundation
...the voice for melanoma prevention, detection, care and cure



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The most notable distinction of the race, however, is the award of immortality to all “True Savages” clearing the Westernport “Wall” without unclipping. Each who are successful, earn a personally engraved “Brick in the Wall,” to be set permanently in the roadway as a tribute and inspiration for all future aspiring SavageMan triathletes to likewise clear and claim permanent recognition, or fall and clatter among those destined to try another day.

The Cause: All proceeds from the “TRI-TO-WIN...the fight against melanoma” SavageMan Triathlon Festival will support the Joanna M. Nicolay Melanoma Foundation’s efforts toward: medical research leading to a cure for melanoma; opportunities to educate the general public on prevention and the seriousness of melanoma; and, the development of resources for patients and the entire melanoma community. Melanoma is the most serious and lethal form of skin cancer that strikes triathletes and individuals of all ages, races and economic levels. The Foundation is very instrumental as “the voice for melanoma prevention, detection, care and cure.”

GOT SKIN? LEARN THESE FACTS ABOUT MELANOMA SKIN CANCER!

- * Skin cancer is the most common cancer among young adults.
- * Melanoma is the primary source of cancer death for women ages 25-29.
- * Melanoma is second only to lung cancer as the most common cancer death for women ages 30-34.
- * The lifetime risk of developing melanoma for both men and women is 1 in 39.
- * Melanoma is the only cancer for which incidence and mortality are rising unabated, yet only receives 10% of the funding provided to other cancer research.
- * During the past 10 years, the number of cases of melanoma has increased more rapidly than that of any other cancer.
- * 1.2 million new cases of skin cancer occurred in the U.S. in 2006 - more than all other new cases of breast, lung, colon and prostate combined.
- * 10,000 people in the U.S. died in 2006 from skin cancer of which 8,000 were melanoma.
- * One person dies every hour in the U.S. from melanoma.

2008 race registration is open and the SavageMan Half will undoubtedly reach capacity! Tucked in the heart of the Allegheny Mountains in western Maryland, Deep Creek Lake is just 90 minutes from Pittsburgh, less than four hours from Cleveland, and less than three hours from Baltimore and the Washington, DC area. Deep Creek Lake is popular destination that offers many outdoor recreational activities including swimming, cycling, hiking, fishing, mountain biking, skiing, kayaking, white water rafting, water skiing, horseback riding or just relaxing at the water’s edge.

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Learn more about:

SavageMan Triathlon: <http://www.savagemantri.org>

Joanna M. Nicolay Melanoma Foundation: <http://www.melanomaresource.org>

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