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FOR IMMEDIATE RELEASE

August 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 Sweden, Canada, Belgium, the U.S. Virgin Islands and over two-dozen states throughout the U.S. This year the event expands to become a triathlon festival with the addition of the SavageMan International-distance triathlon to compliment race offerings and fundraising activity.

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 5,700’ 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 6.5-mile loop course along the shores of Deep Creek Lake and undulating State Park Road and finally back to the exceedingly panoramic, lakeside finish.

Many triathletes now recognize the famous vertical challenge- “the Westernport “Wall,” at just four street blocks, though not particularly long, features 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! And, only 46 athletes were able to conquer it in 2007 and go on to finish the entire course.

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.” the primary source of cancer death for women ages 25-29.

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

The Joanna M. Nicolay Melanoma Foundation

...the voice for melanoma prevention, detection, care and cure