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TRI FORT WORTH

Fort Worth Sports Marketing & Trident Sports Launch New Triathlon

FORT WORTH, Texas (July 19, 2016)—The Fort Worth Convention & Visitors Bureau (FWCVB) and Trident Sports are pleased to announce the inaugural Tri Fort Worth triathlon, with the first annual event to be held May 7, 2017. The one-day event will include 140.6 and 70.3 mile routes that start at Marine Creek Lake, span across the city and finish in the heart of downtown Fort Worth.

“We couldn’t be more excited to produce this event with Trident Sports,” said Josh Dill, director of Fort Worth Sports Marketing, a division of the FWCVB. “This partnership provides a great opportunity to bring new business to Fort Worth and take ownership of a major competitive event.”

Trident Sports, a full service triathlon, running and fitness center based in Fort Worth, produces a number of races and events including the annual Mayor’s Triathlon, created by Mayor Betsy Price.

“With the popularity of the Mayor’s Triathlon, we saw an opportunity to take it to the next level and launch a full tri,” said Tim Tarpley, founder of Trident Sports. “The route will take athletes by some of the most beautiful landmarks in our city.”

Last March, the FWCVB launched a sports marketing department to compete with other destinations for youth and amateur tournaments, which generate room nights and restaurant and shopping spending for the city.

“The launch of our sports marketing department, the efforts of the Blue Zones Project and Mayor Price’s health and fitness initiatives make the timing right to produce this type of event,” said Bob Jameson, FWCVB president and CEO. “Our goal is to add to our city’s healthy-living initiatives while attracting a new audience of visitors.”

Mayor Betsy Price, an avid cyclist, issued an international invitation to Tri Fort Worth with a video message. To watch, click [here](#).

Mayor Price has championed numerous health initiatives, including the FitWorth education program, Blue Zones healthy living project and the U.S. Chamber Foundation’s Health Means Business initiative.

Triathlons are one of the nation’s fastest-growing sports, with memberships in USA Triathlon growing 500 percent in the past 15 years to more than 500,000. Texas has more members than any other state.

Early bird event registration is \$400 for the 140.6 and \$225 for the 70.3 through mid-September. For a course map, registration information and more visit www.TriFortWorth.com. Follow @VisitFortWorth and @TriFortWorth on Twitter and Instagram and on Facebook at www.facebook.com/trifortworth for the latest news and announcements. #TriFortWorth

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The **FWCVB** is the official destination marketing organization of the 16th-largest city in the United States, dedicated to promoting Fort Worth as a premier business and leisure destination with thriving centers of culture and commerce. A sports fan's paradise, Fort Worth is home to Texas Motor Speedway – host to “Big Hoss, the world's largest HD video board” as well as dozens of races a year, including Texas' largest-attended, single-day sporting event, Duck Commander 500. The famed Fort Worth Stockyards National Historic District serves as a venue for some of the best rodeo acts in the country, and the whole city goes purple on Texas Christian University's (TCU) game days. For more information, visit www.FortWorth.com.

Trident Sports was founded in 2007 by triathlete Tim Tarpley, with the idea of bringing triathlon training to anyone with a desire. Trident Sports produces events such as the Mayor's Triathlon, Trident Sports Benbrook Triathlon and more. For more information, visit www.tridentsportsw.com.