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FOR IMMEDIATE RELEASE

**Score This!!!(tm) Presents Their Product For Finger Lakes Triathlon
Company Prepared to Take On Over 1200 Participants – Set for September 11th**

Canandaigua, New York - September 7th, 2011:

Score This!!!(tm) timing company, based in Orchard Park, New York – will take on a high volume of athletes – over 1200 of them from Canada and the United States will challenge several distances and levels at Kershaw Park in Canandaigua, New York for the Finger Lakes Triathlon. The race will be held this Sunday, September 11th, starting at 7:30 am sharp. This event is the largest fundraiser for the Mary M. Gooley Hemophilia Center – treating those with bleeding disorders for over fifty-years.

All media are welcome to join as free food & drink, along with race event apparel - will be provided to the respective media outlets.

Schedule for races/times are as follows-

7:30am – First Olympic/Intermediate wave or first light

8:15am – First Sprint Wave

10:30am – Lunch Service Begins

12:30pm – Awards (times subject to change)

Sponsors for The Finger Lakes Triathlon are – Wegmans, Bayer Health Care, Park Avenue Bike Shop, Novo Nordisk, Once Again (We Spread Integrity), Tri Tuning & Walking RvgE Bike & Skate, Rochester General Hospital.

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For more information regarding the Finger Lakes Triathlon– contact Richard J. Clark at (716) 940-6294 or access Score This!!!(tm) for the event at http://www.fingerlakestriathlon.com/events_information.asp