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FOR IMMEDIATE RELEASE

**Historic Distance to Be Featured at “Tri Dunkirk” - F1 Intermediate Distance
Elite Wave Start Will Be Included at Event to Be Held At Wright Park**

Dunkirk, New York – August 19th, 2011:

An estimated 350 entrants will compete in Lake Erie for the First Annual 'Tri Dunkirk' (Triathlon) to be held at Wright Park in Dunkirk, New York, with the event to begin at 7am sharp – and a new distance to be introduced. For the first time, the F1 Intermediate format will be implemented. A 'double-dip' of the three events (swim, bike, run) involved in the sport of triathlon. A portion of the proceeds will benefit Southwestern New York Chapter of The American Red Cross. All media are welcome to join as free food & drink, along with race event apparel - will be provided to the respective media outlets.

The schedule of the races are as follows -

Sprint Triathlon/Relay – 7am (750meter swim, 20K bike, 5K run)

Duathlon/Relay – 7am (5K run, 20K bike, 5Krun)

F1 Intermediate – 7:30am (1.5K swim, 40K bike, 10K run – 750meter swim, 40K bike, 10K run)

Intermediate/Relay – 7:30am (1.5K swim, 40K bike, 10K run)

Aquabike Intermediate – 7:30am (1.5K swim, 40K bike)

Kids Race – 11:30am

An “Elite Wave” start will be added, in order to give the best chance possible for the athletes who have competed and finished top five - in the Score This!!!(tm) Multi Sports Series over the past five years – to go at it, head to head.

Sponsors of the First Annual 'Tri Dunkirk' are – Nestle Purina, Tri-Spot Multi Sports, John W. Danforth, Buffalo Triathlon Club, We Massage, Tops Friendly Markets, Train-This, The Strassburg Sock, Runner's Remedy, Balega, Endurance Factor, Hammer Nutrition (Ltd.), Always A Party & Abby's Loft, Road ID, Fuel Belt & Avon.

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For more information regarding the 'Tri Dunkirk' – contact Richard J. Clark at (716) 940-6294 or access Score This!!!(tm) for the event at <http://tridunkirk.com/>