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For Immediate Release

SheROX Triathlon Series Returns and Expands 2010 Schedule

All-Women's Triathlon Series to Motivate More Women Nationwide

December 22, 2009 – (Philadelphia, PA) – The **SheROX Triathlon Series**, the fast growing all-women's sprint distance triathlon series, returns in 2010 with an expanded schedule. The 2010 SheROX Series will include stops in Philadelphia, Miami, Tempe, AZ, Rock Hill, SC, and Boulder, CO. Additional cities will be announced in the coming weeks. The schedule to date is as follows: Miami, FL – April 25, Tempe, AZ- May 8, Boulder, CO – July 18, Philadelphia, PA - August 1 and Rock Hill, SC – October 9.

Founded in 2007, the series launched with the inaugural SheROX Philadelphia Triathlon and quickly expanded to include four sprint triathlons across the country. The 2010 series will see the series expand once again to include at least seven cities. Online registration is currently open for the SheROX Philadelphia, SheROX Tempe and SheROX Miami races at www.SheROXtri.com.

"The SheROX Triathlon Series is excited for the 2010 season as we expand to reach even more women across the country," said Barb McKeever, Series Director. "By providing a great race experience, the SheROX Triathlon Series helps women successfully prepare for a triathlon and introduces them to a healthier and more active lifestyle."

"What sets us apart is our exclusive SheROX Mentor Program," added McKeever. "Since the Series was launched in 2007, we recognized there was a need for a program to help introduce and educate women on what it takes to participate in the great sport of triathlon. This free program was created to ensure our first-timers, and all of our participants, have a positive experience from the time they start training until they cross the finish line."

The complimentary SheROX Mentor Program pairs participants with an experienced and enthusiastic female triathlete who is passionate about the sport. Mentors provide information and motivation helping women with their expectations during training and on race day. Mentors are available via e-mail and proactively send regular tips and suggestions to address individual needs and concerns. The Mentor

Program also includes regular e-newsletters, group workouts, informational meetings, clinics and social get-togethers helping women prepare for and truly enjoy their SheROX experience. Since its inception, over 7,000 women have participated in the SheROX Mentor Program, led by over 200 mentors across the USA.

The SheROX Triathlon Series is owned and produced by Philadelphia Triathlon, LLC, organizers of the popular Philadelphia Insurance Triathlon -- a top-five ranked triathlon in the country. Each race in the SheROX Series is sanctioned by USA Triathlon.

Online registration is currently open for the SheROX Philadelphia, SheROX Tempe and SheROX Miami races at www.SheROXtri.com. For more information, visit www.SheROXTri.com or follow the Series on Twitter at www.Twitter.com/SheROXTriathlon.

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