



**FOR IMMEDIATE RELEASE**

## **AUM GANDHI JOINS ENDURANCE SPORTS INVESTMENT GROUP AS A PARTNER**

**PHOENIX –June 2022** Endurance Sports Investment Group, LLC (“ESIG”) takes another step in bringing information and stories to beginner athletes with Aum Gandhi, joining as a partner. The addition of Aum to the company is part of a vision to showcase endurance sports to athletes, especially to females, people of color, physically challenged and LGBTQ+ athletes. As a Partner, Mr. Gandhi is responsible for marketing and sales activities for the Run•Tri•Bike multimedia platforms.

“Aum was one of the first stories we published on our site when we got started and to have him join the ownership group is exciting,” said Jason Bahamundi, ESIG President and CEO. “With his experience writing and creativity in marketing we look forward to making Run•Tri•Bike a model of success by providing athletes with insight into endurance sports as well as inspiration and motivation.”

“When I first became an ultrarunner, I contributed a feature article to the company website. As my role evolved as a contributor, I realized Jason and I were significantly aligned in our vision for the future of Endurance Sports Investment Group. “As a person of South Asian descent and a minority, I strongly resonated with the company values” said Gandhi. “To be able to contribute to bringing inclusivity to endurance sports is a privilege and I am honored to be a part of the Run•Tri•Bike story.”

“Run•Tri•Bike will take the next step in its evolution with the addition of Aum,” said Bahamundi. “Aum brings a creative eye and a writing ability that will help us with the stories we have been sharing. He will also be adding to our ability to support events through our website marketing, social media promotion, race reports and email marketing.”

Aum Gandhi’s experience includes being a 12x Ultramarathon Finisher, 4x 100 mile finisher, and 2 podium finishes, including 3rd male at the 2021 Across the Years 72-Hour Distance. Aum is a professional US trail athlete for Merrell. Outside of trail running, Aum continues to be the social media manager of Run•Tri•Bike. He also manages his own freelance writing/digital marketing business, “Aum Gandhi Writing Services”.

### **ABOUT RUN•TRI•BIKE**

Run•Tri•Bike is a multimedia platform designed to help beginner athletes navigate the world of endurance sports, which include running, cycling and swimming. Visit [runtrimag.com](https://runtrimag.com) as well @runtrimag on [Facebook](https://www.facebook.com/runtrimag), [Instagram](https://www.instagram.com/runtrimag) and [Twitter](https://twitter.com/runtrimag).

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