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ENDURANCE SPORTS INVESTMENT GROUP AND LET'S RACE APP ANNOUNCE PARTNERSHIP

DALLAS – February 2021 Endurance Sports Investment Group, LLC (“ESIG”) takes another step in bringing information to endurance sports athletes through a partnership with the Let’s Race App. The addition of the Let’s Race App platform to the Run•Tri•Bike offering is part of a vision to showcase events to athletes and make finding races easier than ever before.

“The partnership with Brian and Jodi of Let’s Race allows us to provide race directors with a one stop shop for marketing their events.” said Jason Bahamundi, ESIG President and CEO. “We can provide races with a valuable asset for their swag bag while bringing exposure to their event through a multimedia platform.”

“Both of our businesses have common values. I named the app “Let’s Race” because for me, racing has always been about the open community. There’s nothing like waiting at the start line, seeing people from every skill level and background, and knowing we all have the same goal of crossing the finish line” said Brian Hunt, owner of Let’s Race App. “If others haven’t had that opportunity, we want to help get them there. Run•Tri•Bike’s mission of “there’s a spot at the start line for everyone” is something we believe in.”

“Run•Tri•Bike and Let’s Race will help races by showcasing their events through a variety of media exposures.” said Bahamundi. “Our publication will be shipped to athletes and stores across the country plus be included in participating events’ swag. Adding the Let’s Race app’s easy to use interface to the RunTriMag.com website and social media platforms will provide races with a variety of marketing at an affordable cost.”

“Having an app that shares a variety of races in one spot is an invaluable connection with Run•Tri•Bike” said Endurance Sports Investment Group co-owner Angela Naeth. “Community and open opportunity are a part of our core values and I’m excited we have created a relationship that will be able to support that vision.”

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. Found nationally in sport specialty stores, via subscription, and endurance sports races. Visit runtrimag.com as well @runtrimag on [Facebook](https://www.facebook.com/runtrimag), [Instagram](https://www.instagram.com/runtrimag) and [Twitter](https://twitter.com/runtrimag).

ABOUT LET'S RACE

The Let’s Race app makes searching quick and simple. Search by text or map, get details on thousands of races, save your favorites to a bucket list, and sign up for an event all from your phone. Read reviews of others who have raced the event in previous years to make a better decision. It’s the mobile solution you’ve been waiting for. Download the Let’s Race app at [Apple](https://www.apple.com/letsraceapp) or [Google](https://www.google.com/letsraceapp). Visit @letsraceapp as well on [Facebook](https://www.facebook.com/letsraceapp), [Instagram](https://www.instagram.com/letsraceapp) and [Twitter](https://twitter.com/letsraceapp).

Contact:

Jason Bahamundi

Phone: (214) 945-4798

Email: jason@runtrimag.com