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RUN • TRI • BIKE ANNOUNCES SPONSORSHIP OF MMTC YOUTH TEAM

PHOENIX – September 2022 Endurance Sports Investment Group, LLC (“ESIG”) dba Run • Tri • Bike moves forward with a youth initiative by becoming the presenting sponsor of the Mid-Maryland Triathlon Club (“MMTC”) Youth Team for the remainder of 2023.

“I received an email from Lisa Steptoe outlining the sponsorship and I was immediately interested in the opportunity.” said Jason Bahamundi, ESIG President and CEO. “The chance to help youth discover the love of triathlon and help the future of the sport was something I was drawn to.”

“As we all know the monetary price of entry into the sport of triathlon is high. It would be easy for me to tell you that having Run • Tri • Bike’s support means that MMTC can ensure we have student coaching interns at practice to support our volunteer head coaches, help keep youth athletes safe, and serve as mentors so that the younger athletes can see what is possible in the sport at the high school level.” said Henry Shoemaker, MMTC Treasurer and Youth Team Head Coach. “In addition, it would be easy for me to tell you how much it means to know that thanks to Run • Tri • Bike’s generous sponsorship, Mid Maryland will be able to assist less affluent athletes with their membership fees and equipment needs. But what I didn’t expect and what has meant the most to me is the Run • Tri • Bike team and Jason’s passion for the sport. It felt like a true partnership.”

Run • Tri • Bike was started with a vision and mission to showcase that there is a spot at the starting line for everybody. That vision and mission are reinforced through the sponsorship of the MMTC Youth Team. “I didn’t want to be a blank check to the youth team. I wanted us to be a part of fostering an environment where kids, and their families, knew that RTB would help their kids in sport and in life. To that end we are planning on being as involved as we can be with the MMTC Youth Team,” Bahamundi said

Shoemaker said, “Run • Tri • Bike genuinely supports MMTC’s vision of opening triathlon to a younger and more diverse community of athletes and families and they were immediate champions of our cause. From our first conversation with Jason at Run • Tri • Bike, it was obvious our missions aligned, and we had a great opportunity to leverage both organization’s strengths to give back, inspire, and serve others.”

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 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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