

24 Hour Events Names Newton Running as Title Sponsor

June 11, 2007 (Boulder, Colo.) –24 Hour Events has named Newton Running, a new running shoe company featuring patented energy return technology, as its title sponsor. The Newton 24 Hours of Triathlon and Duathlon and the Newton 8 Hours of Triathlon and Duathlon will take place September 1-2, 2007 in Denver, and feature both individual and team competitions.

“24 Hours of Triathlon is an innovative approach to triathlon racing, and we’re proud to partner with a brand that is taking a similar pioneering approach to running shoes,” says Ian Adamson, event director and seven-time world champion adventure racer.

In its second year, the Newton 24 Hours of Triathlon and Duathlon will once again take place at Denver’s Cherry Creek State Park. In the race, teams and individual competitors race repeatedly over a short course triathlon (0.5 mile swim – 11 mile bike – 3 mile run) or duathlon (11 mile bike - 3 mile run) for eight or 24 hours. Athletes can alternate the swim – bike – run order after the first lap. Teams and solos “bank” as many legs in each discipline as possible, with an ultimate goal to complete the most triathlons or duathlons.

“Newton is proud to support a Colorado event that is helping to grow the sport of triathlon,” notes Newton Running president and co-founder, Jerry Lee.

Adamson designed the race last year using his extensive experience as a multi-sport athlete and event director, while capitalizing on the explosive growth of triathlons across the country. “This race format combines the excitement of triathlons with strategy, teamwork and camaraderie,” states Adamson. “We had a tremendously positive response from all the competitors last year.”

Each relay team or solo competitor has a pit crew that provides technical, nutritional and emotional support. Registration and more information is available at www.24hour-events.com.

About Newton Running™

Determined to create new innovation in running shoes and to advance modern running technique, a small group of elite Boulder, Colorado-based runners founded Newton Running. Newton Running applies The Science of Motion™ with patented Newton Active Membrane Technology™ that absorbs more impact than traditional running shoe foam and converts this energy into forward propulsion to help runners go farther and faster with less fatigue. Newton Running shoes are available for purchase exclusively through Newton’s website, www.newtonrunning.com. For more information, contact Ian Anderson at 970-963-4873 or ian@backbonemedia.net.

