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For more information, contact:
Ian Anderson, Backbone Media, LLC
ian@backbonemedia.net
970.963.4873

Free Shoes for Every Newton 24 Hours of Triathlon Race Entry

July 17, 2007 (Boulder, Colo.) –24 Hour Events and Newton Running are pleased to announce an unprecedented race entry giveaway. As part of its title sponsorship, Newton Running will supply a pair of its Distance race shoes, valued at \$155, to every participant in the Newton 24 and 8 Hours of Triathlon and Duathlon races, which take place September 1-2, 2007 in Denver.

“We had really great goody bags for all our racers last year, but getting free shoes with your race entry is unheard of,” says Ian Adamson, event director and seven-time world champion adventure racer. “Newton is demonstrating an unparalleled level of support for our race.”

All racers will get to choose between the Newton Distance, an ultralight, neutral racing shoe or the Distance S, a stability racing shoe. Both Distance models feature Newton’s proprietary, patented Active Membrane Technology™ and they offer enough protection to run fast-paced, long training runs but are light and reliable enough to race everything from 5K to marathon races.

“We’ve got professional triathletes from around the world wearing our shoes, but we’re just as excited for recreational athletes to enjoy the benefits of our technology,” states Newton Running president and co-founder, Jerry Lee. “24 Hours of Triathlon is a terrific grass roots event for athletes of all abilities and we’re proud to support it.”

Competitors who sign up for the Newton 24 Hours of Triathlon and the Newton 24 Hours of Duathlon races before August 4 will have their shoes shipped to them at no cost. After August 4, shoes will only be available at registration the day of the race. Competitors in the 8 Hours of Triathlon or 8 Hours of Duathlon races will also only be able pick up their shoes at registration. Newton is also offering a \$20 discount to all racers for a second pair of shoes to be purchased during the race weekend.

In its second year, the Newton 24 Hours of Triathlon and Duathlon will 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. For more information on the race, visit www.24hoursoftriathlon.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.

