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**FOR IMMEDIATE RELEASE**

The organizers of the 4<sup>th</sup> Annual MRA Bali International Triathlon have just announced that they will offer athletes an opportunity to participate in a Sprint distance race. This year's event, to be held on June 20, 2010, will now provide athletes with a chance to race either an Olympic distance race, (1,500 meter swim, 40 kilometer bike and 10 kilometer run), or a shorter Sprint distance race (500 meter swim, 20 kilometer bike and 5 kilometer run). Sprint distance athletes will begin in a separate wave start within 30 minutes after the start of the Olympic distance race. Both categories will feature trophies handcrafted by Jenggala, one of the race sponsors, for age group category winners, as well as a variety of other fabulous prizes. All athletes will continue to receive special t-shirts, finisher's medals, and invitations to attend both a VIP party at the Four Seasons Jimbaran Bay resort, and a pre-race pasta party catered by Four Seasons.

"Our title sponsor, MRA Group, suggested that we include a Sprint distance this year to increase participation by those athletes who may be attempting a triathlon for the first time, or who are more comfortable racing a shorter distance" said Robb Strom, one of the race organizers. "We loved the idea and recently worked out the details," continued Strom. The MRA Bali International Triathlon was recently named one of the 100 best races around the world in the March 2010 issue of Triathlete magazine and one of the 10 best vacation triathlons in the world.

Athletes participating in this year's race are expected to come from all over the world to take advantage of this unique destination race. While in Bali, they can take advantage of the wide range of activities available, including scuba diving, elephant riding, white water river rafting, parasailing, and jet skiing. Bali is famous for its spa properties, and athletes will be treated to free post race massage by local Balinese therapists. A limited number of discounted hotel rooms and packages for athletes and their families are being made available through race sponsors Four Seasons and Intercontinental. Further information concerning these packages and the MRA Bali International Triathlon race can be found at [www.balitriathlon.com](http://www.balitriathlon.com).



### **About Bali International Triathlon LLC**

Generic Events, Strom & Associates, and Bali Discovery Tours combined their resources to create this special event, the first of its kind on the island of Bali. Bali Discovery Tours is a successful tour company in Bali, Indonesia providing tourism services to international visitors. Generic Events is one of the leading international event production companies producing such events as the XTERRA California Trail Run Series, TYR Playa del Run Beach Festival, Lexus Santa Monica 5000, Acura Bike Tour and the Whole Foods Market Pasadena Triathlon. For more information on both companies, please visit [www.balidiscovery.com](http://www.balidiscovery.com) and [www.genericevents.com](http://www.genericevents.com).