



33 Terminal Way  
Pittsburgh, PA 15219  
Phone (412) 488-0212  
Fax (412) 488-7716

# Press Release

Contact: Thomas Baxter, Executive Director  
Phone: (412) 488-0212 x3

FOR IMMEDIATE RELEASE  
January 13, 2010

PNC PRESENTS THE 2010 PITTSBURGH TRIATHLON & ADVENTURE RACE  
*PNC named title sponsor of 13th annual Pittsburgh Triathlon*

PITTSBURGH, Pa. - (January 13, 2010) The PNC Pittsburgh Triathlon & Adventure Race returns to Pittsburgh's North Shore Sunday, August 1st, bringing together more than one thousand tri-athletes, from beginners to professionals, to challenge the grueling Pittsburgh Triathlon course. "We're very excited to have PNC as our title sponsor for the Pittsburgh Triathlon and Adventure Race," said Race Director Neil Semmel of Piranha Sports. "Their involvement helps us continue to develop a first class race in a first class city." In addition, the weekend's activities will include the family-friendly and free Race Expo on Saturday, July 31st from 10:00 am to 3:00 pm. Athletes, friends and families are welcome to check out the latest triathlon gear from sponsoring vendors. All vendors will have information, a complimentary product, or interactive activities to enjoy. The Triathlon Expo will be near the main tent for packet pick-up.

Proceeds from the weekend's events will benefit Friends of the Riverfront, a Pittsburgh-based nonprofit devoted to expanding and developing of the Three Rivers Heritage Trail, an urban rail-trail paralleling the riverbanks in Pittsburgh for about 21 miles. The mission of the Friends is to increase awareness and appreciation of the region's rivers and riverfronts through activities and stewardship, and to extend the water and land trails on the major rivers of Allegheny County. For more information or to request a free Heritage Trail Map and Guide, visit us online at [www.friendsoftheriverfront.org](http://www.friendsoftheriverfront.org).

## About PNC

The PNC Financial Services Group, Inc. [www.pnc.com](http://www.pnc.com) is one of the nation's largest diversified financial services organizations for consumer and business banking. PNC provides specialized services for corporations and government entities, including corporate banking, real estate finance and asset-based lending; wealth management; asset management and global fund services. "We are pleased to support the Pittsburgh Triathlon again this year," said PNC's Chief Financial Officer Richard Johnson. "The event showcases the best Pittsburgh offers in beautiful trails and riverfronts while providing opportunities for families and individuals of all ages and abilities to get fit and stay active."

## The Pittsburgh Triathlon

All races will take place at the North Shore Riverfront Park/Great Lawn along the Allegheny River between PNC Park and Heinz Field. Participants and spectators will appreciate the exciting backdrops of the beautiful city over the three major rivers in the area. Both the Triathlon and the Adventure Race have a

bike and run portion, while only the Triathlon has a swim to start in the Allegheny River. In place of a swim, the Adventure Race has a paddle in either a kayak or a canoe. Athlete packet pick-up and Race Expo is scheduled for Saturday, July 31st from 10:00 am to 3:00 pm followed by the Sunday, August 1st Triathlon and Adventure Race beginning at 6:30 am. For more information, including details on registering for the PNC Bank Pittsburgh Triathlon & Adventure Race, please visit [www.pittsburghtriathlon.com](http://www.pittsburghtriathlon.com) or call 412-488-0212.

Preparing for Pittsburgh Triathlon?

Wondering how to train for this event? Whether you are a seasoned professional or looking to do your very first triathlon, you will not want to miss the Pittsburgh Triathlon Club's Clinic. The workshop is being held on Sunday, January 24th at 3:00pm in REI's new store at Settlers Ridge. Participants will learn from the experts about nutrition, exercise and event preparation including gear options. The clinic is free and open to all athletes, friends and family. Visit [www.pittsburghtriathlon.com](http://www.pittsburghtriathlon.com) for complete details.

[Forward email](#)

 **SafeUnsubscribe**®

This email was sent to [thomas@friendsoftheriverfront.org](mailto:thomas@friendsoftheriverfront.org) by [friends@friendsoftheriverfront.org](mailto:friends@friendsoftheriverfront.org).

[Update Profile/Email Address](#) | Instant removal with [SafeUnsubscribe™](#) | [Privacy Policy](#).

Email Marketing by



Friends of the Riverfront | 33 Terminal Way | Pittsburgh | PA | 15219