



## Press Release

5/18/10

### Fourth Annual- Triple Crown Challenge

TUCSON, Arizona, May 18, 2010 —

Genuine Innovations is proud once again to be combining three of Arizona's classic triathlons into it's own series, **The Genuine Innovations' AZ Triple Crown Triathlon Challenge!**

The first event took place this last Sunday, May 16, with the **Tempe International Triathlon** (Olympic distance event), the series also includes the **Sahuarita Lake Triathlon** (short course event) on May 31, 2010 followed by the final event, the **Deuces Wild Triathlon** (Olympic distance event) on June 5, 2010.

The male and female amateur athletes with the lowest combined time for all 3 events will each receive a prize package from Genuine Innovations along with a plaque naming them the 2010 Series Champions.

*2009 Series Champions were: Shannon Driscoll of Sahuarita, AZ and Geoff Cleveland of Phoenix, AZ*

As a bonus, everyone who completes in all 3 events is eligible for a prize! At the series final, one male and one female athlete will be drawn at random to each receive a prize package of product from Genuine Innovations.

To be eligible for the series athletes must enter and complete:

The Olympic distance event at the Tempe International Triathlon on May 16, 2010. The Sahuarita Lake Triathlon on May 31, 2010. The Olympic distance at the Deuces Wild Triathlon on June, 2010.

Please visit [www.tucsonracing.com](http://www.tucsonracing.com), [www.tirtucson.com](http://www.tirtucson.com) and [www.trisportracing.com](http://www.trisportracing.com) to sign up for each of these great events.

**For more information, please contact Michael Drabousky @ 520-295-3936 x117**



#### **About Genuine Innovations**

Founded in 1989 by Jeff Bleecker and Tony Hollars, Genuine Innovations is the World Leader in CO<sub>2</sub> Powered Inflation Products, which include mini, cupped, and hybrid inflators; tire repair and inflation kits; CO<sub>2</sub> cartridges of various sizes; and floor pumps. Genuine Innovations OEM services provide development to product completion of other CO<sub>2</sub> applications such as keg chargers, muzzleloader unloading devices, and dust blower cleaning devices. For more information, visit Genuine Innovation's website at [www.genuineinnovations.com](http://www.genuineinnovations.com)

