

Rip It Events Rebrands as RIVAL Race Series: A New Era of Competition Begins

Columbia, MD – September 30, 2025: Rip It Events - a leader in endurance events, is proud to announce its official rebrand to RIVAL Race Series. This transformation marks an exciting new chapter for the company as it continues to deliver high-energy, inclusive running and triathlon competitions designed for athletes of all levels and introduces NEW hybrid ERG events such as Ski-Bike-Row.

“Over the years, Rip It Events has built a community of athletes who thrive on challenge, determination, and the pursuit of epic goals,” says Daniel Serpico, Owner. “Looking towards the future, we wanted a brand that truly reflects the spirit of competition and personal growth. RIVAL Race Series embodies that spirit. It’s about facing the clock, the course, the distance, and the athlete next to you. More importantly, it’s about facing your rival - yourself!”

The rebrand includes a refreshed visual identity, bold new logo, and a rallying tagline:

“Find Your Pace. Face Your Rival.”

Athletes will continue to experience the same professional, well-organized events they have come to expect, but now with a sharper identity that emphasizes intensity and motivation. Additionally, new hybrid ERG events (Ski-Bike-Row) will challenge athletes in other fitness arenas to face their rival.

The official start of the new brand will occur on October 1, 2025. The first event under the RIVAL Race Series name will take place on November 16, 2025, at The Endurance Factory in Savage, MD and will include a 60-minute ERG (Ski-Bike-Row format), signaling the start of this exciting new journey.

For more information, event schedules, and registration details, visit www.RivalRaceSeries.com or follow-on social media at [@rivalraceseries](https://twitter.com/rivalraceseries).

About RIVAL Race Series

Formerly known as Rip It Events, RIVAL Race Series is a Maryland-based endurance event company committed to creating premier running, triathlon, duathlon, and hybrid ERG competitions. RIVAL organizes events in Maryland, Virginia and Delaware and offers additional services for other events (i.e. race management and equipment rentals).

With a focus on inclusivity, professionalism, and athlete experience, RIVAL Race Series inspires participants to push their limits and celebrate the spirit of competition.

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