

PRESENTED BY TRIATHLEAN  
**COLUMBIA**  
**HALF MARATHON**

**OFFICIAL PRESS RELEASE**

TRIATHLEAN named Title Sponsor for the 2017 Columbia Half Marathon.

Thursday, January 26, 2017- Rip It Events announces Triathlean as title sponsor for downtown Columbia, Maryland's premier running event – the Columbia Half Marathon. Triathlean, a Howard County based fitness company, is a program designed to improve athletes muscular imbalances, build strength, create power and prepare athletes for race day.

Created for endurance athletes, Triathlean strengthens core muscle groups and develops stabilizer muscles specifically used in endurance sports. The fitness program targets the body's upper, lower and core regions while challenging the cardiovascular system. Class participants complete a 55-minute session, twice a week for six weeks.

"This partnership makes a lot of sense on so many different levels. Making it to the start line healthy and injury free is every athlete's goal. Triathlean helps prepare athletes for race day and we count on this for all the races we organize." - Danny Serpico, Rip It Events Owner.

"We are thrilled to be a part of the Columbia Half Marathon. Partnering with a large race will help us connect with and help more runners in our community. Our program is designed for all levels and is especially appropriate for endurance runners. " – Shawn Chevalier, Triathlean Co-Owner.

The TRIATHLEAN Columbia Half Marathon race starts and finishes in downtown Columbia, MD. A 5K race will follow the start of the half marathon. A \$1,500 total prize purse for the half marathon will be distributed to the top three male and female half marathon finishers on race day. A portion of the event proceeds will be donated to Athletes Serving Athletes, the official charity for this race.

Online registration is open for this race. For more information about this event and to register, visit [www.columbia-halfmarathon.com](http://www.columbia-halfmarathon.com). For a list of sponsorship opportunities, email Danny Serpico at [racedirector@ripitevents.com](mailto:racedirector@ripitevents.com).

**TRIATHLEAN**

Created in 2014, Triathlean is a program created specifically for endurance athletes. Whether a runner or triathlete, this program will help athletes get to the start line healthy and injury free. This six-week program is designed to improve muscular imbalances, build strength, and create power. For more information about TRIATHLEAN, visit [www.triathlean.com](http://www.triathlean.com).

**About Rip It Events, LLC**

Rip It Events, LLC was founded in 2010 and has successful event planning experience in the entertainment, athletic, and non-profit sectors. Owned and operated by Danny and Suzy Serpico, Rip It Events produces the Little Patuxent River Half Marathon, Columbia Half Marathon, St. Mary's Historic Half Marathon, Maryland Duathlon, Ellicott City 5K/10K, Columbia Glow Run and the Columbia Turkey Chase. Additionally, Rip It Events manages large scale events such as the Howard County School System 5K, and provides individual coaching for multi-sport athletes. For more information about Rip It Events, visit [www.ripitevents.com](http://www.ripitevents.com).