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PAN AM CHAMPIONSHIP

FOR IMMEDIATE RELEASE

World's leading Off-Road Triathlon & Trail Running Races return to Ogden

OGDEN, UTAH – It's long been said that XTERRA is more than just a race, it's a lifestyle. Perhaps nowhere is that more evident than in Ogden, Utah where the Mayor, Mike Caldwell, was the founder and race director for the first XTERRA event in Ogden back in 2004.

Mayor Caldwell and a collection of the most welcoming locals to be found anywhere rallied the entire community to bring off-road triathlon to their hometown more than a decade ago and are themselves everyday XTERRA people. They swim, bike, and run in the mountains, have fun, eat well, laugh, and unpretentiously perpetuate the sports' motto to "Live More".

"XTERRA is a unique event for our community that has grown and progressed into a world class event," said Caldwell. "It is a huge part of our community's DNA. These athletes and race organizers have become part of our family providing an opportunity for us to form lasting friendships with people from all over the world. Not only do I enjoy the homecoming feel the event brings, it also has great economic impact for Ogden. Our hotels sell out and our restaurants fill up. It is the perfect fit for Ogden, and I look forward to this weekend every year."

Athletes also look forward to this event every year, and more than one-thousand of the very best amateur and professional triathletes and trail runners have traveled to the Beehive State to battle for the title of XTERRA Champion.

"We love bringing the XTERRA Tribe together in Utah, the energy level is just incredible," said Janet Clark, president of XTERRA. "Ogden and Snowbasin are simply the best – between the facilities at Snowbasin, the great restaurants and atmosphere along Historic 25th Street in Ogden, and the unbelievably supportive community – we can't ask for a better venue."

The main event, the XTERRA Pan America / USA Championship triathlon is the culmination of a series of off-road triathlons spanning South and Central America, Mexico, the Caribbean, Canada, and the U.S.

It starts with a one-mile swim in Pineview Reservoir (4,900-foot elevation), follows with an 18-mile mountain bike leg that climbs more than 3,000-feet to the top of Sardine Peak (7,300-foot elevation), and culminates with a 7-mile trail run featuring another 600-feet of climbing on trails around Snowbasin Resort in the Wasatch Range. There is also a half-distance sprint off-road triathlon and relay-team options.

The fastest racers in each five-year age group will be honored as the XTERRA Pan American Champion, and the fastest American in each of those divisions will be celebrated as XTERRA's U.S. National Champion.

Pros will be competing for \$80,000 in prize money, and dozens of cameramen will position themselves around Wheeler Canyon and the Wasatch Range to capture all the action for a nationally syndicated one-hour TV show that exposes the beauty of northern Utah to the masses.

The triathlons are Saturday, September 16 and on Sunday, the 17th, it's the trail runners turn on the mountain.

The XTERRA Trail Run National Championship half-marathon features scenic views, technical trails, and big climbs. The half-marathon, plus the 5K and 10K trail runs are open to everyone, and it's important to note that you don't have to be fast to join in the fun. For some, it's just about finishing and that's okay as XTERRA is all about perpetuating the healthy, active, outdoors lifestyle.

In addition to the weekend races XTERRA will host an expo in downtown Ogden on Friday afternoon with free run and bike races for kids, Suunto demos, an Outrigger Hospitality Pavilion, and the Paul Mitchell hair cut-a-thon for charity.

There is great entertainment to be found at Snowbasin Resort as well highlighted by the spontaneous, ecstatic, and sometimes tear-jerking displays of emotion at the finish line for the races.

This year, experience it for yourself. Have a look at the schedule for places and times, and whether you race or not – join in the fun and excitement of XTERRA. For more info and links to registration visit www.xterrautah.com, or call toll-free to 877-751-8880. Live More!

PRO RACE

The elite's racing at the XTERRA Pan America Championship are among the best off-road triathletes in the world. The men's race features reigning XTERRA World Champion Mauricio Mendez from Mexico in a showdown against American great Josiah Middaugh from Eagle-Vail, Colorado.

The women's race is highlighted by American XTERRA Warrior Suzie Snyder, the reigning Pan Am Pro Series Champ. She will have plenty of competition from the likes of two-time XTERRA World Champion Lesley Paterson from Scotland, XTERRA Brazil Champion Sabrina Gobbo, French phenom Morgane Riou, and U.S. standouts Julie Baker and Kara LaPoint.

Follow the elite race live on twitter @xterraoffroad starting at 9am on Sept. 16.

The 2017 XTERRA Pan Am Championship triathlon and XTERRA Trail Run National Championship are presented by Paul Mitchell and the Utah Sports Commission. Sponsors include Outrigger Resorts, Muscle Milk, Gatorade Endurance, Suunto, XTERRA Wetsuits, GOAL Foundation, Oofos, XTERRA Boards, Utah Media Group, Maui Visitors Bureau, Hawaii Tourism Authority, Hub 801, U.S. Forest Service, and XTERRA Fitness.

About TEAM Unlimited/XTERRA

TEAM Unlimited LLC, founded in 1988, is the Hawaii-based television, events, and marketing company that brought off-road triathlon and trail running to the world under the brand name XTERRA. From a one-off race held on the most remote island chain in the world XTERRA evolved into an endurance sports lifestyle with worldwide appeal. Over the past 20 years XTERRA transcended its status as 'just a race' to become a bona-fide way of life for thousands of intrepid athletes as well as an emerging brand in the outdoor industry. In 2017 XTERRA will offer more than 200 off-road triathlons and trail running events in 33+ countries worldwide and produce 10 adventure television shows for international distribution. Learn more at xterraplanet.com and xterracontent.com.

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XTERRA Pan America Championship and
XTERRA Trail Run Nationals Event Schedule
Sept 15-17, 2017 // Ogden/Snowbasin, Utah



PAN AM CHAMPIONSHIP

Friday, September 15

Opening Festivities in downtown Ogden @ Ogden's Amphitheater Park (corner 25th/Grant)

10am-6pm	Expo and XTERRA Kids Zone Challenge Stations Open
10am-6pm	Registration and Packet Pick-up (All events – XTERRA Utah Sprint / XTERRA Pan American Championship / XTERRA Trail Run Nationals, 10K and 5.8K)
12-5pm	Paul Mitchell Cut-a-thon, benefit for the Challenged Athlete Foundation
3:00pm	XTERRA Tri and Trail Run Regional Champion Introduction
4pm	XTERRA Kids Bike Race (free)
5pm	XTERRA Kids Sprint (free)
5-6pm	XTERRA University, presented by Paul Mitchell – Art of XTERRA – with Suzie Snyder and Josiah Middaugh
6:00pm	XTERRA Race Briefing (mandatory for Pan American Championship triathletes)

Saturday, September 16

XTERRA TRIATHLON at Snowbasin Resort

6:30am	Shuttle operating from Snowbasin to Port Ramp Marina, Pineview Reservoir
6:30am	Late packet pickup at Snowbasin (no NEW registration)
6:30am	T1 open for set-up at Port Ramp Marina, Pineview Reservoir
6:30am	T2 open for Set-up at Snowbasin
6:30am	Body marking, timing chip and swim cap distribution at Port Ramp Marina, Pineview Reservoir
8:20am	Last shuttle from Snowbasin to Port Ramp Marina
9:00am	XTERRA Pan American Championship Start at Port Ramp Marina (1.5k swim, 29k mtb, 10k trail run)
9:45am	XTERRA Utah Start – Sprint Course at Port Ramp Marina (750m swim, 19k mtb, 5.8k trail run)
10am-2pm	Expo area open at Snowbasin – exhibits, food service
10am-3pm	Registration and packet pickup for XTERRA Trail Runs – Nationals, 10K and 5.8K
10:30am-2:30pm	Paul Mitchell Cut-a-thon – benefit for the Challenged Athletes Foundation
10:30am	XTERRA University, presented by Paul Mitchell – Trail Running
11:20/11:50am	XTERRA Pan American Championship Male/Female Winner Expected
11:30am	XTERRA Utah Sprint winner expected at Snowbasin
11:30am	Athlete Post-Race meal served in Earl's Lodge
1:30pm	XTERRA Utah Sprint Awards Ceremony
2pm	XTERRA Pan American Championship / XTERRA USA Championship / XTERRA Utah Sprint Awards Ceremony at Snowbasin

- 2:20pm XTERRA Cut-off at T2
- 6:30pm XTERRA Dinner and After Party @ Hub801 (3525 Riverdale Road, Ogden). Complimentary entry to XTERRA Pan Am Championship athletes. XTERRA Utah athletes, friends, family welcome. Admission \$25.
- 7:30pm XTERRA Pan American/USA Championship introduction of Champions and highlight video

Sunday, September 17

XTERRA TRAIL RUNNING at Snowbasin Resort

- 7:00-8:00am Late Registration
- 7:00-8:30am Late packet pick up
- 8:00am XTERRA Expo open
- 9:00am XTERRA Trail Running National Championship Half Marathon Start
- 9:05am XTERRA 5.8km and 10km Trail Run starts
- 9:00am-2:00pm Paul Mitchell Cut-a-Thon, a benefit for the Challenged Athletes Foundation
- 9:20am/9:40am 5.8km/10km winners expected
- 10:06/10:19am Men's and Women's National Championship male/female winners expected
- 11:00am XTERRA Kids Sprint (free)
- 11:00am XTERRA 5.8km and 10km awards ceremony
- 11:45am XTERRA National Championship race awards ceremony
- 12-5:30pm "Blues, Brews and BBQ" – Patio of Earl's Lodge, free concert – 12:30pm Penrose and 3pm The Weekenders
- 2:00pm XTERRA Expo closes
- After Party in downtown Ogden
- 6:00pm XTERRA After Party @ Union Grill (315 24th Street, Ogden). No host dinner and drinks.
- 7pm Video Highlights

For more info and links to registration visit www.xterrautah.com, or call toll-free to 877-751-8880. Live More!