

For Immediate Release  
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## **Go Tri Sports Becomes Title Sponsor of Triathlon Series**

*New name for South Carolina Triathlon Series announced*

**Greenville, S.C.** – Go Tri Sports, South Carolina’s leading triathlon retail store announced today its official title sponsorship of the newly named Go Tri Sports South Carolina Triathlon Series presented by Steadman Hawkins.

“We are proud of the growth and popularity of the former SCTS, and are excited to become more involved as title sponsor in support of the series,” said Alfred Olivetti, Ph.D., Owner, Go Tri Sports. “Our expanded role in the Series advances our goal of growing the sport of triathlon and extending our diverse services to all triathletes.”

As title sponsor of the former South Carolina Series, Go Tri Sports will offer wetsuit rentals, in-store pre-race packets, and a larger expo presence including promotions and giveaways at events throughout the Series.

“We are thrilled to partner Go Tri Sports with the former SCTS”, said Jeremy Davis, President, Set Up Events. “The increased level of partnership with Go Tri Sports will improve the event experience for our triathletes, and ensure the continued growth of the Series.

The Go Tri Sports South Carolina Triathlon Series presented by Steadman Hawkins is comprised of 17 statewide events in 2010. The title sponsorship is a four year agreement that runs through the 2013 triathlon season. A complete list of events can be found at [www.setupevents.com](http://www.setupevents.com).

Go Tri Sports is South Carolina’s retail headquarters for the triathlete, runner, and general fitness enthusiast; advocating a lifestyle involving activity and knowledge that preserves and benefits health. Go Tri Sports serves athletes worldwide with retail stores in Hilton Head, Greenville, and online at [www.gotrisports.com](http://www.gotrisports.com).

Set Up Events is a full service production, registration and timing company for participatory sports, and is the nation’s largest producer of triathlons. In 2010 Set Up Events will produce 90 triathlons in seven states with over 45,000 registrants. For more information about Set Up Events please visit [www.setupevents.com](http://www.setupevents.com).

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