



SET UP EVENTS ANNOUNCES ITS 2012 TRIATHLON SCHEDULE

Registration For Set Up Events' Biggest Season Ever Opens November 1, 2011

WILMINGTON, NC – October 24, 2011 – Set Up Events, one of the nation's largest triathlon production companies, today announced its 2012 triathlon season schedule. Additionally, registration for the 2012 events will open November 1, 2011. Competitors may review the list of events and register at SetUpEvents.com Set Up Events produces and manages over 120 triathlons and running events throughout the mid-Atlantic region.

"Set Up Events continues to experience unprecedented growth, both in the number of races and competitors. With the exciting new events we've added to our 2012 schedule, and knowing many of the races fill up quickly, this is a great time for our participants to start planning their 2012 season," said Bill Scott, founder and CEO of Set Up Events. "Given the diversity in distances we offer, and the broad region Set Up Events covers, there are great events for triathletes of all levels."

Set Up Events offers five different series with individual events counting towards overall series standings. Each series has its own standout events.

The **Inside-Out Sports North Carolina Triathlon Series**, (IOS-NCTS), is the largest and longest running triathlon series in the United States. Events in this series take place from the Blue Ridge Mountains to the beautiful ocean beaches of North Carolina, and from the urban settings of Charlotte and Raleigh to serene natural venues such as White Lake.

Including the Azalea Sprint Triathlon, Kure Beach Double Sprint, Triangle Triathlon and YMCA Triathlon at Wrightsville Beach, the IOS-NCTS hosts several iconic events that have been around for more than a decade and consistently sell out. Other major events in this series include:

- **Belews Lake International – Greensboro, NC** 1500m Swim/27 Mile Bike/10K Run-4/14/2012
- **White Lake Half Iron Distance Triathlon – White Lake, NC** 1.2 Mile Swim/56 Mile Bike/13.1 Mile Run-5/5/2012
- **Stumpy Creek International – Mooresville, NC** 1500m Swim/27 Mile Bike/10K Run-8/4/2012

The **Go-Tri Sports South Carolina Series** (GTS-SCTS), presented by the Steadman Hawkins Clinic of the Carolinas, offers competitors the best triathlons available to the beautiful state of South Carolina. The GTS-SCTS offers a variety of course types, distances and difficulties.

- **TryCharleston Half and Sprint – Mt. Pleasant, SC** 1.2 mile Swim/56 mile Bike/13.1 mile Run-4/21/2012
- **Clemson Triathlon – Clemson, SC** 750m Swim/11 mile Bike/5K Run-5/5/2012
- **Paris Mountain International and Sprint – Greenville, SC** 500m Swim/20 mile Bike/5 mile Run-8/4/2012

The **Virginia Triathlon Series** (VTS) consists of events throughout the great state of Virginia from the Blue Ridge Mountains to the suburbs of DC to the Tidewater area. Whether it is an early season urban venue or a late season rural event, competitors find that once they race in the VTS, they're hooked.

- **Kinetic Half Iron Distance Triathlon – Spotsylvania, VA** 1.2 mile Swim/56 mile Bike/13.1 mile Run-5/12/2012
- **Kinetic Sprint Triathlon – Spotsylvania, VA** 750m Swim/18 mile Bike/5K Run-5/13/2012

The **TrySports Triathlon Series** (TTS) offers a variety of race distances and course types well suited for novice all the way to elite athletes, and consistently draws competitors from across the mid-Atlantic and Northeast regions.

- **WAC Triathlon – Wilmington, NC** 300m Swim/11.5 mile Bike/5K Run-4/15/2012
- **Lake Logan International & Sprint – Canton, NC** 1500m Swim/40 km Bike/10 km Run-8/4 & 8/5/2012

The **Maryland Triathlon Series** (MTS) had a successful debut in 2011, and will expand in 2012. Events take place from Frederick County in the west to Kent County in the east, and just outside the Nation's capital. Each of the events supports the Chesapeake Bay Foundation's efforts to restore the Chesapeake Bay.

- **Rock Hall International – Rock Hall, MD** 1500m Swim/24.65 mile Bike/10K Run-6/2/2012
- **Rock Hall Sprint – Rock Hall, MD** 750m Swim/15 mile Bike/5K Run-6/3/2012

New for 2012 – Set Up Events is excited to announce two inaugural race series – the Getcher Mud On Series and the Beach Gauntlet Series. These events consist of diverse and challenging mud, water and beach obstacle courses, providing compelling new competitive series opportunities for triathletes, runners and fitness fans alike.

- **Getcher Mud On – Kernersville, NC** Muddy, Obstacle-Filled 3 mile course-7/21/2012
- **Getcher Mud On – Lincolnton, NC** Muddy, Obstacle-Filled 3 mile course-10/6/2012
- **Beach Gauntlet – Myrtle Beach, SC** Sandy, Obstacle-Filled 3 mile course, completely on the beach-10/20/2012

Back for 2012 – PPD Beach2Battleship – Wilmington, NC Iron/Half Iron November 3, 2012. One of Set Up Events' most anticipated race weekends returns in 2012, with PPD B2B in Wilmington, NC. Rated as one of Triathlete Magazine's Top 5 triathlons in the world, PPD B2B consistently sells out well in advance of race day. With its reputation for a great host city, Set Up's unparalleled race production, and a fast ocean swim, PPD Beach2Battleship will again draw competitors from across the US, and around the world.

To review the entire Set Up Events 2012 season schedule, visit www.SetUpEvents.com
Event registration opens on November 1, 2011.

About Set Up Events

Set Up Events, one of the nation's largest producers of triathlons, is a full-service production, registration and timing company for participatory sports triathlon and running events. In 2012 Set Up Events will produce over 120 triathlons in eight states totaling over 64,000 registrations with plans for major expansion in the near future. For more information about Set Up Events, visit www.SetUpEvents.com Participants can also Follow Set Up Events on Twitter ([@SetUpEvents](https://twitter.com/SetUpEvents)) or Like Set Up Events' [facebook](https://www.facebook.com/setupevents) page.

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