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Contact: DeeDee Taft/Meghan Lee
Spin Communications
415/380-8390
deedee@spinpr.com

MAYOR'S CHALLENGE: SHAPE UP SF GOES EXTREME – TEN CITY TEAMS SIGN UP FOR JUNE 3 ACCENTURE ESCAPE FROM ALCATRAZ TRIATHLON

Handful of Corporate Relay Team Slots Still Available for this World Class Sporting Event

San Francisco – (April 5, 2007) In an effort to promote the Mayor's Challenge: Shape Up San Francisco and take the fitness initiative to the next level, ten relay teams from a variety of City of San Francisco departments will compete against other Bay Area businesses and corporations in the Accenture Escape From Alcatraz™ Triathlon, San Francisco's quintessential extreme sporting event on Sunday, June 3. There are still approximately 20 spaces available for teams in the race's Corporate Challenge Relay, with the winning team taking home the "Keys to the Rock" perpetual trophy.

Launched in April of 2006, the mayor's Shape Up initiative looks to create a healthy lifestyle for those who live and work in San Francisco by providing fun, motivating and accessible opportunities for people to get physically active and creating environments that support healthy eating and active living. Ten city teams from various departments, including fire, health, human services and more, will do their part in shaping up by tackling the icy cold 1.5 mile swim from Alcatraz to the shoreline, 18 mile bike ride through the Presidio and eight mile grueling trail run through Golden Gate Recreational Area that make up this demanding and exciting Accenture Escape From Alcatraz™ Triathlon.

"A number of city employees, myself included, figured what better way to promote and live up to the Mayor's Shape Up Challenge than by training for and competing in this classic San Francisco race," said Christina Goette Carpenter, a Shape Up SF Coalition staff person and senior health program planner with the San Francisco Department of Public Health. "We are looking forward to competing against fellow Bay Area businesses and hope that our participation in this extremely challenging race will inspire other individuals and companies to do their part and shape up!"

Since individual slots filled up within two hours of the triathlon's opening registration, forming a corporate relay team is a great way to get into this world famous race that otherwise would be near impossible to do so at this point. Companies are encouraged to enter several teams and there will be two divisions: all male relay and all female or coed relay. The company with the two fastest combined times of all its teams will be awarded the "Keys to the Rock" perpetual trophy which

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will reside at the winning team's office(s) for the following year. The winning team will then be invited back the following year to defend its title and retain all the bragging rights associated with this great endeavor.

"The Corporate Challenge provides a unique team building opportunity for local businesses as well as a one-of-a-kind networking venue," said James Leitz of IMG, executive producer for the Accenture Escape from Alcatraz Triathlon. "Co-workers can form a team and compete against other local businesses in a fun and physically challenging arena that is like no other sporting event in the world."

Registration is \$900 per team and a portion of the registration fees will be donated to the Challenged Athletes Foundation, the official charity of the race. The Challenged Athletes Foundation (CAF) is a unique organization that recognizes the athletic greatness inherent in all people. Dedicated to supporting athletes with physical limitations in their athletic endeavors, CAF has provided hundreds of athletes with grants for training, competition and equipment since its founding in 1997. For additional information call 858/793-9293 or visit www.challengedathletes.org.

Entry fees include: entry into the race for three team members, an athlete gift bag, an invitation to the corporate relay meet and greet and clinic with a pro triathlete, access to the corporate relay hospitality tent and the team name on the official Web site, www.escapefromalcatraztriathlon.com. To register or for more information, please call Kelly Dredge at 415/227-8000 or email Kelly.Dredge@IMGWorld.com.

On Sunday, June 3, at 7 a.m., 1,800 triathletes in total, including more than 100 of the world's top professional triathletes will complete in the 27th annual race. In conjunction with the race, the 13th annual Fitness Festival & Expo will feature more than 40 booths exhibiting the health and fitness industries latest products and services, food and refreshments, climbing wall and entertainment. Free to the public, the Fitness Festival & Expo will take place on the Marina Green on Saturday, June 2, from 11 a.m. – 7 p.m. and Sunday, June 3, from 7 a.m. – 3 p.m. The Accenture Escape from Alcatraz™ Triathlon will take place on Sunday, June 3, at 7 a.m. For additional information visit www.escapefromalcatraztriathlon.com.

The Accenture Escape from Alcatraz™ Triathlon is managed by IMG. Race direction will be provided, in part, by Tri California of Pacific Grove, Calif. For additional information, contact IMG San Francisco at 415/227-8000.

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