



PRESS RELEASE **For Immediate Release**

Ironman® announces partnership with TriGallery™

September 22, 2011, Tampa, FL - World Triathlon Corporation (WTC), best known for its worldwide Ironman and Ironman 70.3 brands, announces a new partnership with TriGallery™, a unique studio dedicated to providing premium art collections for endurance athletes.

TriGallery will be a part of the 2011 Ford Ironman World Championship by donating two series sets of its exclusive World Championship Collection to each Ironman World Champion. In addition, TriGallery will be an exhibiter at the Ironman Village in Kona.

“The primary focus of TriGallery is to create premium art for the multisport athlete,” said Nancy Murray, TriGallery’s Founder. *“As a triathlete and artist, I discovered a definite void in the art world to commemorate a triathlete’s accomplishments. Thus, TriGallery was born with the introduction of The Core Collection. We want people to fall in love with the art pieces as they exhude the passion of what it means to be a triathlete. TriGallery’s collections are a ‘must-have’ for triathletes’ homes.”*

TriGallery will exclusively create the first World Championship Collection for the 2010-2011 racing season with environmental components in mind. *“This year’s tsunami damage to Ali’i Drive and the race transition area will be incorporated into the design of the World Championship Collection for each winner,”* said Cameron O’Connell, sales manager for WTC. *“TriGallery’s approach to capturing the passion of the sport on canvas is a wonderful addition to the Ironman experience.”*

The Core Collection and a limited edition of The World Championship Collection will be available at the Ironman Village, selected races throughout the season and at www.TriGallery.com.

Swim.Bike.Run.**HANG!**™

About World Triathlon Corporation

World Triathlon Corporation (WTC) is a Tampa-based company recognized for athletic excellence, distinguished events and quality products. WTC’s portfolio includes Ironman, Ironman 70.3, 5150 Triathlon Series, Iron Girl and IronKids, which have a combined total of more than 180 events worldwide each year. Supported by partners including Ford, Timex and PowerBar, Ironman is the No.1 user-based sports brand in the world and has been a respected name in triathlon since its inception in 1978.

About TriGallery

Nancy Murray, triathlete and artist, founded TriGallery to share her two passions with endurance athletes. TriGallery provides unique, high-end art collections for all to enjoy. We listen, collaborate and create the perfect pieces for every athlete reflecting racing, accomplishment, determination, passion and sacrifice.

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