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blueseventy SIGNS ON AS OFFICIAL SWIM SPONSOR ACROSS ALL PACIFIC SPORTS LLC TRIATHLON PROPERTIES
Comprehensive Exclusivity in Swim Category from Apparel to Online Sales to Branding

LOS ANGELES, Calif. – June 4, 2013 – More than 18,000 participants in triathlon events produced by [Pacific Sports LLC](#) will now experience swim “surroundance” by [blueseventy](#), a swim industry leader in technical performance products. Beginning with the [Cleveland Triathlon](#) on August 4th, blueseventy will be the Official Swim Sponsor across Pacific Sports’ six triathlon events in the U.S.: Cleveland; [Eugene](#) OR; [Long Beach](#) CA; [Los Angeles](#) CA; [Newport Beach](#) CA and [Brooklyn](#) NY.

“This is a great fit for us and an exciting opportunity for our competitors to experience some of the best swim apparel and equipment in the world,” said Pacific Sports President Jack Caress. “Partners like blueseventy bring a world-class persona to our events and support our theme of living an active lifestyle. We wanted blueseventy to ‘own’ the swim category at our races, and they will.”

With category exclusivity, blueseventy apparel, equipment, technology and branding will surround competitors from the pre-race Expos through the Finish Line Festivals. Under the two-year agreement, blueseventy will provide product in competitor goody bags, rental wetsuits with the opportunity to purchase and merchandise for sale at the Expos. Blueseventy will also have the opportunity to host educational seminars and athlete appearances at the races. Branding and marketing opportunities for blueseventy include course signage, staff/crew apparel, VIP hospitality, and online promotions through the event websites and social media platforms.

“With our goal of creating and refining products that empower swimmers to achieve their personal bests, working with Pacific Sports allows us to interact with a broad skill range, from pro triathletes to beginners,” said blueseventy CEO Tim Moxey. “One of the many benefits of this partnership for us is to have another avenue of feedback that will help us create the best products on the market.”

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About blueseventy

blueseventy is the leading designer of wetsuits and swimskins for triathlon and open water swimming. The designs run from entry level right through to the fastest suits in the world and we are proud to be consistently chosen by the very best in our sport. The company is made up amateur and professional triathletes and swimmers and takes its name from the simple fact that 70% of the world is covered in water. <http://www.blueseventy.com/>

About Pacific Sports LLC

Founded in 1983 and based in Orange, CA, Pacific Sports LLC is a premier sports consultation firm, specializing in event production, management, and corporate sports marketing development. Having produced more than 300 sports events in the United States, including the 1996 Triathlon World Championships and 12 U.S. Championships, Pacific Sports LLC is dedicated to helping participants in all its events live an active lifestyle through the creation, development and management of participant and endurance sports including those of running, swimming and cycling. The firm produces events around the world including the [Herbalife Triathlon Los Angeles](#), [L'Etape du California](#), [Susan G. Komen Race for the Cure® LA County](#), [Cleveland Triathlon](#), [Triathlon Eugene \(OR\)](#), [Rose Bowl Half Marathon](#), the [Long Beach Triathlon](#), the [Brooklyn 15K](#), [CostumeCon](#) 5K and the inaugural [Brooklyn Triathlon](#). More information: www.pacificsportsllc.com.

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