



FOR IMMEDIATE RELEASE:

Athletes Arrive at the Zone Urban Epic Finish Line Full of Smiles Despite Early Rain Showers

**More than three hundred athletes brave early morning
rain to compete in an exciting Zone Urban Epic event in
downtown Portland**

PORTLAND, ME – July 18, 2009 – Not even pouring rain and early rumbling thunder could deter the three hundred and thirty athletes who came to downtown Portland Sunday morning to race in the Zone Urban Epic Triathlon. Competitors finished strong despite early wet weather, and the rain stopped just in time for the exciting event and the post-race Festival on the Maine State Pier.

Local favorites and frequent Maine triathlon winners were the first to cross the finish line in both the mens and womens divisions. Kurt Perham, of Brunswick, Maine came in victorious with a time of 1:12:25; and Catherine Sterling, of Kents Hill, Maine was first among women with a time of 1:15:04. Both athletes were also winners of the Pirate Triathlon in June and the PolarBear Triathlon in May.

Athletes stood in the drizzling rain at East End Beach before starting the race at 8:50 a.m. After completing a ½-mile out-and-back swim in Casco Bay,

followed by .5-mile run down the East End Trail to the main transition area located inside Portland Yacht Services at 58 Fore Street, racers embarked on 13-mile bike course up to the Eastern Promenade and down to Baxter Boulevard, completing two loops along Back Cove before heading back to the TA along the same route. They ended the challenge with a 3.7-mile out-and-back run along the Eastern Promenade and a big finish on the Maine State Pier.

Highlights from the Festival included live music by the Jason Spooner Trio, a Smuttynose Brewing Company Beer Garden, Mammut rock wall, massages by Head Games Salon and The Landing Center, and local food and merchandise vendors. Athletes ranged in age from 14-69 and traveled to the event from 14 states and Canada.

“Today turned out to be an absolutely wonderful day,” says Urban Epic Race Director Will Thomas. “We had a very safe event thanks to support from the City, the police, and all our community volunteers and not even a little unstable weather could deter this inspiring group of athletes from getting across the finish line. Portland just provided another opportunity for everyone to be more Epic.”

Seventeen kids competed in the first year of the Aquarun Urban Epic Kids Race presented by Big Brothers Big Sisters of Southern Maine and more than twenty 4-6 year olds dashed for the finish in the fun run. Over \$2,600 was raised for the charity.

Title sponsor Zone Labs Inc. is a leading functional foods and nutraceutical company based out of Danvers, Massachusetts. Additional sponsorship support for the event is provided by Peak Performance Multisport, Orthopaedic Associates, Smuttynose Brewing Company, The Maine SWITCH & Mainetoday.com, The Landing Center for Healing Arts, Head Games Salon, Mammut, Sunday River, and Sugarloaf. The ZUE is a USA Triathlon sanctioned event.

Live results for both the adult and kids race can be viewed at www.allsportsevents.com. For specific event details or a complete list of winners, contact Amy VanHaren at 207-221-5420 x 5.

About Urban Epic:

Fusing a triathlon with a unique festival, the Urban Epic is a celebration of health, fitness, music, art, environmental sustainability, and the active way of life. Urban Epic events take place in vibrant city locations and draw in

thousands of athletes and spectators looking to be a part of something innovative and exciting. Urban Epic combines athletic competition and urban culture into an unforgettable race and festival experience. The Zone Urban Epic is a Tri-Maine Productions event and one of two Urban Epic races. Following the ZUE, Urban Epic Boston will take place on August 16, 2009 on the shores of South Boston. Visit www.urban-epic.com to learn more.

About Tri-Maine:

Tri-Maine Productions is Maine's premier multisport event management company. Providing high quality, competitive races in dynamic New England locations, Tri-Maine serves more than 3,000 athletes, 5,000 spectators, and 800 volunteers annually. Tri-Maine partners with first-rate local and national sponsors to provide an athletic experience like no other. Fusing arts, music, environmental consciousness, health, and community together with the active lifestyle, Tri-Maine delivers specialized events that transcend the traditional. Visit www.tri-maine.com for more information.

Contact:

Amy VanHaren, Marketing and PR

Urban Epic Events

207.221.5420 x 5 - Work

651.303.8777 - Cell

amy@urban-epic.com

www.urban-epic.com

###