

PRESS RELEASE- FOR IMMEDIATE RELEASE

## **Colting Wetsuits joins the IGNITE SwimRun Series as exclusive wetsuit partner for the first ever multi-state SwimRun Series in the U.S.**

Richmond, VA (December 21, 2017) – IGNITE SwimRun and Colting Wetsuits have signed a three-year partnership making Colting Wetsuits the exclusive wetsuit partner for the IGNITE SwimRun Series. Owned by Jonas Colting, three-time winner of the ÖtillÖ World Championship and the only person to have competed in the event every year since its inception in 2006, Colting Wetsuits has a unique perspective on the needs of the SwimRun athlete. Colting has utilized that perspective to create some of the finest SwimRun wetsuits in the world. The partnership with IGNITE brings the Colting brand to the United States where they will have a presence at each of the four events in the 2018 series; Maryland, Minnesota, Rhode Island and at the National Championship in Richmond, Virginia on Oct 20, 2018.

“SwimRun is an emerging endurance sport in the U.S.,” said Jay Peluso, IGNITE SwimRun Race Director. “Bringing experienced, respected brands like Colting to the States will help us educate and equip our athletes with the best gear in the sport.”

John Soderlund of Colting Wetsuits North America added, “We are so excited to be part of this first North American SwimRun series organized by the team from IGNITE. We look forward to supporting the growth of this series and the emerging sport of ÖTILLÖ style racing in North America.”

SwimRun is a two-person team race. Teams consist of two-men, two-women or one of each gender. Teams compete together and must complete numerous swim and run legs while remaining within 10 meters of each other at all times.

Each race is different and provides a unique endurance experience. Some swim courses experience deep, open water while others are shallow and rocky. Run courses vary between flat road and technical trail terrain.

Participants must wear shoes during all run legs. Rules permit swim aids such as hand paddles, pull buoys, and wetsuits. Safety gear is also required by race rules but ultimately athletes must finish with the gear they start with.

Registration for all 2018 events is now open. For more information about IGNITE SwimRun, visit [www.igniteswimrun.com](http://www.igniteswimrun.com).

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### **About Colting Wetsuits**

Colting Wetsuits is a Swedish company started by Jonas Colting. After having spent the past 25 years swimming in numerous wetsuits, some good and some not so good, Jonas decided that it was time to build the perfect wetsuit himself. The result is Colting Wetsuits and we are proud to deliver exactly the wetsuit that Jonas has been searching for throughout his career; an amazingly fast, soft, warm, functional and great looking wetsuit!

### **About IGNITE SwimRun**

IGNITE SwimRun is a race production company based in Richmond, VA and specializing in SwimRun endurance events. IGNITE is owned and operated by experienced certified Race Directors Jay Peluso and Danny Serpico and is the first company to produce a multi-state SwimRun series in the U.S.

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