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FOR IMMEDIATE RELEASE

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Virginia-based company, IGNITE SwimRun, launches multi-state race series and first ever U.S. National Championship.

Richmond, VA – IGNITE SwimRun is the first US based company to organize a multi-state race series across the country and will offer races in Maryland, Minnesota, Rhode Island and Virginia during the 2018 season. The Virginia race will serve as the first ever SwimRun U.S. National Championship.

Inspired by the international ÖTILLÖ, "Island to Island", races, IGNITE SwimRun events are multi-stage endurance competitions in which two person teams run and swim together through a cross-country course involving up to 8 swim legs, 9 run legs and covering 16-25 miles. Teams are allowed to wear wetsuits and use flotation buoys, paddles and tethers if they choose but are required to carry all of their gear with them for the duration of the event.

"We are always looking to be on the cutting edge of the endurance world by pushing new and innovative events like SwimRun," said Jay Peluso, IGNITE SwimRun Race Director. "We love the team aspect and the challenge presented by the vastly different terrain at each venue. Whether you are racing to break the course record or for an epic endurance experience, SwimRun is for you."

"We are excited to offer this fast-growing race format for endurance athletes in the United States. SwimRun is the future of endurance racing and IGNITE will be a part of it. We look forward to teams sharing the passion of racing and crossing the finish line together." said Danny Serpico, IGNITE SwimRun Logistics Coordinator.

Series Race locations and dates:

Boonsboro, Maryland – May 12, 2018

Ironton, Minnesota – July 28, 2018

Block Island, Rhode Island – September 15, 2018

Richmond, Virginia (*National Championship*) – October 20, 2018

Registration for all 2018 events opens December 1, 2017. For more information about IGNITE SwimRun, visit www.igniteswimrun.com.

About IGNITE SwimRun

IGNITE SwimRun is a race production company specializing in SwimRun endurance events and is owned and operated by Jay Peluso and Danny Serpico.

Jay Peluso

Jay is a certified USA Triathlon race director and the national race director for Rev3 Triathlon. He is also the owner of Peluso Open Water, the largest single USMS program in the Virginia LMSC, which

focuses on open water training and racing. Jay has over 15-years experience directing large scale events and has been the race director for SwimRun VA since its inaugural season in 2016

Danny Serpico

Danny is a certified USA Triathlon race director. He is the owner and race director of Rip It Events, a Mid-Atlantic region multi-sport and running race production company. He is also the co-owner of Triathlean, a triathlon fitness based company in Columbia, Maryland. Danny has over 12 years experience directing large scale events in the endurance racing, non-profit and federal spaces.