



NEWS RELEASE

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Peasantman Triathlon Introduces Mirth With Competitive Spirit To New York's Finger Lakes This Summer

Steel Distance Triathlon With Medieval Theme Focuses On Low Cost And Charity

ROCHESTER, N.Y. (April 15, 2013) – Peasantman Events LLC, the brains behind the first medieval-themed triathlon, announced today the debut of its [Peasantman](#)[™] Steel Distance Triathlon series in Penn Yan, New York on August 18, 2013. This medieval-themed swim/bike/run race consists of a full Steel Distance triathlon (144.6 miles), a half triathlon (72.3 miles), and a half team relay. The “Steel Distance” features a slightly longer bicycle course compared to typical triathlons.

“With registration fees for most Ultra Distance triathlons tipping over \$800, my co-founders and I are raising a revolt against high race costs,” said Joe McMahon, Peasantman founder. “We created Peasantman as an event within the means of the common man – princely racing at a pauper’s price. For added excitement, spectators are encouraged to dress as medieval peasants. However, the athletes should wear normal race gear.”

The triathlon will take place on pristine [Keuka Lake](#) at Indian Pines Park, Old Pines Trail Road in Penn Yan, New York. Centrally located between Buffalo, Rochester, Syracuse and Binghamton, the course provides beautiful scenery to enhance the racing experience in the heart of the Finger Lakes region.

Beginning on Sunday, August 18, 7:00 a.m. athletes will get an extra minute to finish the race on Monday, August 19 at 12:01 a.m.

Competitors are strongly encouraged to take advantage of Peasantman’s discounted fees by [registering](#) before May 31, 2013.

“Along with sportsmanship and merriment, Peasantman is highlighting charity,” added McMahon. “Competitors get a choice of six charities to donate a portion of their race fee, including the Leukemia and Lymphoma Society, Make-a-Wish Foundation, Semper-Fi Fund, ASPCA, American Heart Association, and American Cancer Society. This is truly a different type of triathlon and we’re committed to making a difference, too.”

About Peasantman Events LLC

Peasantman Events LLC is the brains behind the first medieval-themed triathlon, the Peasantman[™] Steel Distance Triathlon series. With the debut event on August 18, 2013 in Penn Yan, New York, Peasantman is a swim/bike/run race consisting of a full Steel Distance triathlon (144.6 miles), a half triathlon (72.3 miles), and a half team relay. The “Steel Distance” features a slightly longer bicycle course compared to typical ultra distance triathlons. Conceived by Joe McMahon, Chris Greklek and Steve Anderson, Peasantman triathlon is a low-cost alternative with a spectator-friendly atmosphere. For more about the mission of Peasantman[™], visit www.peasantman.com.

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