



Rudy Project Launches Project Podium

The first rewards program of its kind, rewarding age group winners with top of the line gear



FOR IMMEDIATE RELEASE

Denver CO – **Rudy Project North America**, exclusive distributor of Italian-made endurance sports gear, and the most worn helmet at Kona 7 times in a row, is launching **Project Podium**, an initiative that rewards North America’s fastest age group triathletes with award-winning performance Rudy Project eyewear and helmets. All age group racers that win their age group in any sanctioned long distance triathlon in the United States and Canada are eligible to receive a free, top-of-the-line Rudy Project Boost 01 road aero helmet and pair of Tralyx sunglasses. Winners will also be featured on Rudy Project’s website, and lauded on social media as the top long distance age group triathletes on the continent.

“A full-distance, 140 mile plus race is nothing to sneeze at, and attempting one is a feat in of itself,” said **Paul Craig, Co-CEO and Co-Founder of Rudy Project North America**. “To win your age group, to come out on top, is something exceptional, and we want to reward the best, with the best.”

The program is open to all age group triathletes that compete in a sanctioned long distance triathlon race, in Canada or the United States, that is included in Project



Podium's list of eligible races. Athletes must be legal residents of either Canada or the United States in order to be eligible to win. The prize pack being offered is worth up to \$625 USD, and triathletes that win their age group can submit their results online for verification at www.rudyprojectna.com/pages/project-podium in order to redeem. Athletes will be able to choose from the entire Boost 01 road aero color line up, which includes Stealth Black and eye-popping Pink Fluo. Rudy Project's new road aero helmet is quickly becoming an athlete favorite, following wind tunnel testing by *ProCycling Magazine* that demonstrated the Boost 01 was faster than any competitor helmet tested. To complement their helmet, athletes can also select a frame from the entire award-winning **Tralyx** family, including the regular **Tralyx**, **Tralyx XL** for additional coverage, or the new **Tralyx SLIM**, designed specifically for athletes with narrower faces. That, coupled with customer-forward warranties like Rudy Project's 6 Year Crash Replacement Guarantee and Lifetime Replacement Lens Guarantee, make this an unbeatable prize package for the age grouper at the top of their game.

"Rudy Project is simply the best," said Paul Craig. "We're choosing to celebrate athletes who power the sport – the age group athlete, and rewarding those that get to the top, the pinnacle of success. It may seem too good to be true, but we're serious. If you win your age group in one of our listed races, we want to give you a helmet and sunglasses. If that extra push is all it takes to motivate someone to train a little harder, run a little faster down the chute toward the finish line, then we've done our job."

Winning athletes can submit their information and race results for verification online at www.rudyprojectna.com/pages/project-podium. Athletes that won their age group in any 2018 full distance triathlon prior to the announcement of the program are also eligible to redeem retroactively. Full terms and conditions of the initiative can be found online at www.rudyprojectna.com/pages/project-podium. as well as a full list of eligible races. The program will run until December of 2018.

About Rudy Project

Italian Crafted Sunglasses, Helmets, Goggles, + Rx/Prescription Eyewear Since 1985 • 7-Time #1 Most-Worn Aero / TT Helmet at IRONMAN® World Championships • Unbeatable Replacement Lens Guarantee • www.rudyprojectna.com

Media Contacts:

Simone Cordery-Cotter - simone@gorace.pro 949-272-2476

