



Syracuse Convention & Visitors Bureau
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Volunteers Needed & Registration Deadline Approaching for Aflac Iron Girl Syracuse Women's Triathlon

SYRACUSE, NEW YORK— The First Annual Aflac Iron Girl Syracuse Women's Triathlon will take place in just over two weeks on July 26, 2009, in and around Oneida Shores Park. Consisting of an 800-meter swim, 30K bike and 5K run, the event will draw approximately 650 women varying in age and fitness level. The triathlon will start in Oneida Lake, with the bike course leading athletes along the surrounding rolling countryside and the run along the Oneida Lake shoreline.

The Syracuse Convention & Visitors Bureau (SCVB) has several important messages for the Central New York community regarding the First Annual Aflac Iron Girl Syracuse Women's Triathlon.

- **Online Registration** to participate in the triathlon **closes** this Friday, July 10, 2009. Anyone interested in signing up for the event should visit www.IronGirl.com.
- The SCVB expects the event to draw approximately 650 women and is **asking for volunteers** to help make the first annual Aflac Iron Girl Syracuse Women's Triathlon a fantastic event. Examples of volunteer activities include course marshalling (directing the athletes where to go), body marking, staffing refueling stations, and registration assistance. **Anyone interested in volunteering at the event on Sunday, July 26, 2009, should contact Brenda Cannizzaro at BCannizzaro@VisitSyracuse.org or 315-470-1825.**
- In preparation for the upcoming Aflac Iron Girl Syracuse Women's Triathlon, local female athletes will have several opportunities for a **practice swim** under lifeguard supervision. Starting Thursday, July 9, athletes can swim the 800-meter course at Oneida Shores Park every Monday and Thursday evening thru July 23, from 6 to 7 p.m., weather permitting.

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About Iron Girl

Iron Girl's mission is to empower women toward a healthy lifestyle. Started in 2004 with two 10K/5K events, Iron Girl has grown to 10 events nationwide, consisting of run/walk, duathlon and triathlon events. To date, Iron Girl has celebrated finishers ranging in age from 5 to 81 and in fitness level from beginner to professional. In its inaugural year, 1,000 women became Iron Girl finishers. In 2008, more than 16,000 women crossed an Iron Girl finish line. The average age of an Iron Girl athlete is 35. The brand is supported by title sponsor, Aflac, and partners including SAM Moving and Storage, Luna Bar, Polar Heart Rate Monitor, Aqua Sphere, Specialized Designed for Women Bicycles, K-Swiss, Nightmare Graphics, TriClique Jewelry, mypipeline.com, Flex-Power, Shotz Energy, Pure Sport and Salada Tea. By logging on to IronGirl.com, athletes can enjoy an interactive Web site filled with training tips, guest columnists and nutrition information. IronGirlShop.com is an online resource that offers fitness, nutrition and lifestyle products that support participants beyond the finish line. The Iron Girl

brand has been featured in a range of media outlets to include *USA Today*, *The New York Times*, *Runner's World*, *Family Circle*, *Ok! Magazine*, *Women's Health*, *Fitness and Self*.

About the Syracuse Convention & Visitors Bureau

The mission of the Syracuse Convention & Visitors Bureau is to strengthen the positive awareness of the City of Syracuse and Onondaga County as a convention and visitor destination, to increase revenues and stimulate economic development and growth for the community. For more information, visit www.VisitSyracuse.org.

About Aflac

For more than 50 years, Aflac products have given policyholders the opportunity to direct cash where it is needed most when a life-interrupting medical event causes financial challenges. As the number one provider of guaranteed-renewable insurance in the United States and the number one insurance company in terms of individual insurance policies in force in Japan, Aflac insurance products provide protection to more than 40 million people worldwide. In 2009, Aflac was recognized by *Ethisphere* magazine as one of the World's Most Ethical Companies for the third consecutive year and was also named by the Reputation Institute as the Most Reputable Company in the Global Insurance Industry for the second consecutive year. In 2009 *Fortune* magazine recognized Aflac as one of the 100 Best Companies to Work For in America for the eleventh consecutive year. *Fortune* magazine also ranked Aflac No. 1 on its global list of the Most Admired Companies in the Life and Health Insurance category. Aflac appears on *Hispanic Enterprise* magazine's list of the 50 Best Companies for Supplier Diversity and on *Black Enterprise* magazine's list of the 40 Best Companies for Diversity. Aflac was also named by *Forbes* magazine as America's Best-Managed Company in the Insurance category. Aflac Incorporated is a Fortune 500 company listed on the New York Stock Exchange under the symbol AFL. To find out more about Aflac, visit aflac.com.