



For Immediate Release: Feb 2, 2009

Contact: Deb Weinreich, Eident Sports  
401-437-8881/deb@eidentsports.com

## **Inaugural Amica Triathlon Series Debuts this Spring**

### ***New National Tri Series Features 7 Sprint Events and 1 Championship***

**Providence, RI** – A new national sprint triathlon series, featuring seven races and one championship, was announced today by Eident Sports Marketing. The inaugural Amica Triathlon Series, a sprint distance series of events held throughout the country, will debut this spring. The series will culminate with the Amica Championship in the fall in Phoenix, AZ.

Amica Insurance will serve as the Title Sponsor of the inaugural Amica Triathlon Series.

“Amica Insurance is pleased to be the Title Sponsor of the inaugural Amica Triathlon Series. We are thrilled to be an integral part of what we expect to be an exciting triathlon series,” said Robert A. DiMuccio, president and CEO, Amica Insurance. “Amica understands that to be a triathlete, athletes have to be committed, dedicated and work extremely hard to accomplish their goals. These traits mirror how Amica has conducted business for more than a century. Our goal is to provide great insurance while serving our customers with integrity, humanity and fairness.”

The sprint distance is the fastest growing segment in triathlon racing in the United States.

“Sprint distance triathlons provide a great opportunity for a wide variety of athletes to test their skills at endurance sports,” said John Mathews, president, Eident Sports Marketing. “We are thrilled to partner with Amica Insurance and produce what promises to be a first-rate series of events throughout the country.”

The series debuts in May with the Amica TexasMan Triathlon in Dallas, TX. Additional events will be held throughout the year with the championship event in November.

### **2009 Amica Triathlon Series Schedule of Events:**

- Amica TexasMan Triathlon, May 17 (Dallas, TX)
- 5430 Sprint Triathlon presented by Amica, June 21 (Boulder, CO)
- Amica Old Hickory Triathlon, June 27 (Nashville, TN)
- Amica Triathlon at Lake Wylie, July 25 (Charlotte, NC)
- Mid-Summer Triathlon presented by Amica, August 2 (Portland, OR)
- Amica Niantic Bay Triathlon, August 9 (Niantic, CT)
- Amica Lake Las Vegas Triathlon, Sept. 12 (Las Vegas, NV)
- Amica Championship, Nov. 1 (Phoenix, AZ)

To enter to any of the races in the Amica Triathlon Series or for additional information visit: [www.amicatriseries.com](http://www.amicatriseries.com).

### **About Amica Insurance**

Amica Mutual Insurance Company, nationally known for exceptional customer service and going the distance, appreciates the triathletes' passion, determination and achievement of personal excellence. The company is a national writer of automobile, homeowners, marine, and personal umbrella liability insurance. Life coverage is available through Amica Life Insurance Company, a wholly owned subsidiary. Amica employs more than 3,100 people in 39 offices across the country.

Amica is considered the best kept secret in the industry. Founded in 1907, customers previously only knew of this award winning company by word of mouth. Please visit [Amica.com](http://Amica.com) or call 866-51-AMICA (26422) to be connected to an office near you.

### **About Eident Sports Marketing**

Eident Sports is a full-service event management and sports marketing company based in Providence, RI. Eident has several properties in the region, ranging from turn-key sporting

events to sponsorship sales alliances with key partners. For more information on Eident's events and offerings, please visit [www.eidentsports.com](http://www.eidentsports.com)