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2010 Amica 19.7 Sprint Triathlon Series Schedule Announced

National Tri Series Features New 19.7 Sprint Distance

PROVIDENCE, R.I. – The Amica Triathlon Series, a series of sprint distance events, held throughout the country has a new schedule for 2010 schedule. The series is now called the Amica 19.7 Sprint Triathlon Series, commemorating the year Amica Insurance was founded (1907).

“Once again, Amica Insurance is thrilled to be an integral part of this exciting triathlon series,” said Robert A. DiMuccio, chairman, president and CEO of Amica Insurance. “Amica understands that to be a triathlete, athletes have to be resilient, dedicated and hard-working to accomplish their goals. These traits mirror how Amica has conducted business since we opened our doors in 1907. Our goal is to provide great insurance while serving our customers with integrity, humanity and fairness.”

Each event in the Amica 19.7 Sprint Triathlon Series will consist of a half-mile swim, a 16.1-mile bike ride and a 3.1-mile run. The 2010 Amica 19.7 Sprint Triathlon Series kicks off in May with the Amica 19.7 TexasMan Triathlon in Dallas, Texas, and concludes in November with the Amica 19.7. Phoenix. The series currently consists of eight events throughout the country. Three additional events are slated to be held in New England and will be announced in the upcoming weeks.

"The Amica Triathlon Series is a great sprint series. The competition was tough and the course was challenging in Phoenix last fall. I would certainly encourage triathletes of all levels to compete in any one of the events in the series," said Joe Gambles, winner of the 2009 Amica Sprint Triathlon in Phoenix.

2010 Amica 19.7 Triathlon Series Schedule of Events:

- Amica TexasMan Triathlon, May 16 (Dallas, Texas)

- Amica 5430 Sprint Triathlon, June 20 (Boulder, Colo.)
- Amica 19.7 Tellico Sprint Triathlon, July 17 (Knoxville, Tenn.)
- Amica Mid-Summer Triathlon, August 1 (Portland, Ore.)
- Amica 19.7 Sprint Triathlon at Stumpy Creek, August 8 (Charlotte, N.C.)
- Amica Lake Las Vegas Triathlon, Sept. 11 (Lake Las Vegas, Nev.)
- Amica 19.7 Phoenix, Nov. 7 (Phoenix, Ariz.)

To register for a race in the Amica 19.7 Sprint Triathlon Series or for additional information, visit: 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 3,200 people in 40 offices across the country. Please visit Amica.com or call 866-51- 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, R.I. 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