

**FOR IMMEDIATE RELEASE**

## **Charitable Sports Productions Names Benefitting Charities for 2009**

*Getting2Tri and Team in Training Will Benefit from Southeastern Endurance and Multisport Expo*



ATLANTA, Jan. 21, 2009 – [Charitable Sports Productions](#) (CSP) announced that national sports organization, [The Getting2Tri Foundation](#), and Georgia’s chapter of [Team In Training](#), are the benefitting charities of the 2009 [Southeastern Endurance and Multisport Expo](#) (SEE-ME). The two charities will receive a portion of the profitable proceeds from SEE-ME, the largest endurance and multisport expo east of the Mississippi.

“We believe that the games we play should not merely be measured by wins and losses, but by the contributions we give back to our communities,” said Jim Rainey, senior partner, Charitable Sports Productions. “These two organizations support getting people onto the playing fields of sport and experiencing the extraordinary feeling of serving others through their own athletic endeavors.”

Each year, CSP identifies named organizations which serve as beneficiaries for the SEE-ME event and gala celebration and CSP-managed sporting events. SEE-ME, which is set for April 4, 2009 showcases the latest gear and hottest trends for aspiring and experienced endurance and multisport athletes and is expected to attract 3,000 athletes from around the region. The event is capped by an evening gala celebration for 350 invitees from the endurance and multisport communities.

Formed in 2006, The Getting2Tri Foundation (G2T) provides coaching, mentoring and training in the sports of swimming, cycling and running to physically-challenged individuals. Specifically, G2T addresses the needs of individuals with limb loss, paralysis and muscular or neurological disorders. G2T athletes range from single sport members entering their first race as part of a relay team, to seasoned triathletes competing in Kona at the Ironman World Championships. The backgrounds of physically-challenged athletes are just as varied as their goals, from wounded veterans to people with limb loss due to disease. For each athlete, G2T’s focus is the same: to get him or her onto the playing field, at whatever level is their personal best. In 2008, G2T provided more than 12,000 hours of coaching and training to its field of athletes who competed in more than 100 races during the season.

The Leukemia & Lymphoma Society's Team In Training (TNT) is the world's largest endurance sports training program. The Georgia chapter, which began in 1992, supports participants of all athletic levels to achieve the ultimate goal of running or walking a half or full marathon, or taking part in a triathlon, endurance cycling event or adventure race. In exchange for unsurpassed endurance sports training and support, athletes raise money to help The Leukemia & Lymphoma Society find cures for

blood cancers. TNT Georgia is one of the top 10 chapters in the country. Last year, TNT Georgia trained more than 1,000 athletes who raised more than \$3 million for The Leukemia & Lymphoma Society.

### **Charitable Sports Productions**

Charitable Sports Productions is an event management company dedicated to providing services and financial support to named beneficiaries through the proceeds of sporting events and programs. More information is available at [www.charitablesportsproductions.com](http://www.charitablesportsproductions.com).

### **Southeastern Endurance and Multisport Expo**

The Southeastern Endurance and Multisport Expo (SEE-ME) is the single, largest expo east of the Mississippi dedicated to the endurance and multisport communities. Held each year near the start of the endurance and multisport seasons, SEE-ME provides the information, access, seminars and demonstrations of the latest gear and trends for the aspiring or experienced athlete. More information, including registration, is available at [www.seeme2009.com](http://www.seeme2009.com).

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### **Editors Notes:**

#### **Web Address:**

[www.seeme2009.com/charities](http://www.seeme2009.com/charities)

[www.getting2tri.org](http://www.getting2tri.org)

[www.teamintraining.org/georgia](http://www.teamintraining.org/georgia)

#### **Interview Available:**

Jim Rainey, senior partner, Charitable Sports Productions

Gina Weathersby, executive director, The Getting2Tri Foundation

Javier de Jesus, marketing director, Team in Training, Georgia Chapter

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