

FOR IMMEDIATE RELEASE:



## **Athletes Embrace Winter and Prepare to Run in The PolarBear 5k Race**

**Saturday, February 14, 2009 at 9:00 a.m.  
Portland, Maine**

*PORTLAND, ME* – February 2, 2009 – On Saturday, February 14, more than 200 runners will race through downtown Portland in the inaugural PolarBear 5k road race.

The first-time event will run in conjunction with Portland WinteRush – a citywide celebration of the season; and it will also act as a kick-off to registration for Tri-Maine’s PolarBear Triathlon event happening in May.

The 5k (3.1-mile) race will begin at 9 a.m. in front of Peak Performance Multisport – at 317 Marginal Way – and head toward the Eastern Promenade. The course will run along the water on the East End Pathway and finish back at Peak Performance. Marginal Way, Plowman Street, the 295S Anderson Street off-ramp and Washington Street on-ramp, and Cutter Street will be affected by the race between 9:00 and 10:30 a.m.

“We are excited to be part of the WinteRush celebration and to be putting on a fun event in the middle of winter,” says Nicole Pisani of Tri-Maine. “We’ve also learned the athletes are excited too because sign-up for the event has exceeded our expectations.”

Registration takes place Friday, February 13 at Peak Performance in Portland from 4:30-6:30 p.m., and on Saturday, February 14 7:30-8:30 a.m.

Sponsors for the PolarBear 5k include Peak Performance Multisport, the city of Portland, Lindt Chocolate, and Absolute Health Chiropractic.

For more information on the event and Tri-Maine, please contact Amy VanHaren or visit [www.tri-maine.com](http://www.tri-maine.com). To learn more about Portland WinteRush visit [www.portlandwinterush.com](http://www.portlandwinterush.com).

About Tri-Maine:

Tri-Maine Productions is Maine's premier multisport event management company. Providing high quality, competitive races in dynamic New England locations, Tri-Maine serves more than 3,000 athletes, 5,000 spectators, and 800 volunteers annually. Tri-Maine partners with first-rate local and national sponsors to provide an athletic experience like no other. Fusing arts, music, environmental consciousness, health, and community together with the active lifestyle, Tri-Maine delivers specialized events that transcend the traditional. Visit [www.tri-maine.com](http://www.tri-maine.com) for more information.

Contact:

Amy VanHaren, Public Relations Coordinator

*Tri-Maine Productions*

207.221.5420 x 5

[amy@tri-maine.com](mailto:amy@tri-maine.com)

[www.tri-maine.com](http://www.tri-maine.com)

###