

FOR IMMEDIATE RELEASE



**STOMP THE MONSTER NAMED OFFICIAL CHARITY PARTNER OF IRONMAN 70.3
ATLANTIC CITY**

Registration Now Open for 2017 Race

Atlantic City, NJ (Nov. 4, 2016) –DelMoSports announced today that STOMP The Monster, a local nonprofit that provides financial and other support to cancer patients, their families and caregivers, has been named Official Charity Partner of the 2017 IRONMAN® 70.3® Atlantic City triathlon, which will take place on September 17, 2017.

“We are excited to be named the official charity partner of the 2017 IRONMAN 70.3 Atlantic City Triathlon,” said Seth Grumet, founder of STOMP The Monster. “This opportunity allows IRONMAN participants to stay fit while donating to our organization, which will help cancer patients and their families in New Jersey and New York City with financial and additional support while going through treatment.”

As the Official Charity Partner of the 2017 IRONMAN® 70.3® Atlantic City, STOMP The Monster will support a team of 100 athletes through their endurance training and fundraising program. The program participants will raise funds in order to provide financial and other support to cancer patients, their families and caregivers when they need it most — during their fight with the disease.

The IRONMAN® 70.3® Atlantic City triathlon begins with a 1.2-mile sheltered swim in the beautiful back bays of Atlantic City. From the shore, spectators will be able to view the entire swim course, which will be framed by the Atlantic City skyline. The single-loop 56-mile bike course is flat and fast through vineyards, state forests, riverside towns and a portion of the Atlantic City Expressway, which athletes will ride without traffic (and toll-free!). Finally, the 13.1-mile run course features striking views of the Atlantic Ocean on the world-famous Atlantic City Boardwalk, a one-of-a-kind race experience for both athletes and spectators.

“We are completely thrilled to partner with STOMP The Monster for this year’s event,” said Stephen Del Monte, IRONMAN 70.3 Atlantic City Race Director and CEO DelMoSports. “Together we will make a real difference in the lives of cancer patients and their families, and we can’t wait to welcome the STOMP The Monster team to Atlantic City.”

The IRONMAN 70.3 Atlantic City triathlon will offer 50 age-group qualifying slots for the 2018 IRONMAN 70.3 World Championship, recently announced to be taking place in Nelson Mandela Bay, South Africa.

General registration for IRONMAN 70.3 Atlantic City is now open at <http://www.ironman.com/atlanticcity70.3>. For more information about the STOMP The Monster team,

visit www.stompthemonster.org and email 70.3@stompthemonster.org. For more information on IRONMAN 70.3 Atlantic City, visit <http://www.ironman.com/atlanticcity70.3>. Athlete inquiries may be directed to atlanticcity70.3@ironman.com.

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About IRONMAN

The iconic IRONMAN® Series of events is the largest participation sports platform in the world. Since the inception of the IRONMAN® brand in 1978, athletes have proven that ANYTHING IS POSSIBLE® by crossing finish lines at the world's most challenging endurance races. Recognized for excellence through distinguished events, world-class athletes and quality products, IRONMAN has grown from a single race to a global sensation with more than 250 events and five unique brands: IRONMAN®, IRONMAN® 70.3®, 5150™ Triathlon Series, Iron Girl® and IRONKIDS®. For more information, visit www.ironman.com.

About DelMoSports, LLC

DelMoSports, LLC is a boutique race company founded in 2004, specializing in elite destination events along the southern New Jersey shore and Delaware. Their unique and award-winning events include IRONMAN 70.3 Atlantic City, the Atlantic City Triathlon, Tri the Wildwoods Triathlon, Escape to Lewes Open Water Swim Classic and Escape the Cape Triathlon, which was voted the Best Triathlon in the Mid-Atlantic and Northeast Regions by Competitor. Known for high quality, athlete-centered productions with an emphasis on community involvement, DelMoSports events provide challenging courses, spectacular scenery and amazing vacation opportunities for athletes and their families. www.delmosports.com

About STOMP The Monster

Stomp the Monster was founded in 2010 by Seth Grumet, after he was diagnosed with Hodgkin's Lymphoma. While receiving his cancer treatments, Seth met many people that did not have the same support system in place that he did. Some could not find transportation to treatment sessions, some were simply going through this journey alone, while others still had to care for their families and homes while suffering through the sickness that comes with treatment. At first he found this terribly sad, but soon he began to see the opportunity to help. He knew that he was meant to do this, and to help those who needed it most, even if it meant that he would be fighting right along with them. In June of 2010, STOMP The Monster™ was founded, providing financial and other support to cancer patients, their families, and caregivers when they need it most – during their fight with the disease. We promote a healthy lifestyle with proper diet and exercise, leading by example, and provide funding for potential advances in prevention and treatment. Since inception, Stomp the Monster has given out over \$1.5 million in financial grants to over 3,000 cancer patients in New Jersey and New York City (5 boroughs). www.stompthemonster.org

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