



News Release
Profile Design, LLC.
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FOR IMMEDIATE RELEASE

Up for the Challenge: Profile Design Partners with Challenge Wanaka

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Profile Design has announced a new partnership with Challenge Wanaka, the first-stop on the 2014 Challenge Family global tour. The event, which is slated for January 18th, is the world's most scenic iron distance triathlon, and one of the 22 events in the Challenge Family global series.

"Challenge events bring such a unique, celebratory feel to the sport of triathlon," says Larissa Lewis, Marketing Manager with Profile Design. "Their special approach delivers a unique, indigenous feel in each market. Every race brings a special reason for us to be involved; especially with Wanaka – one of the crown jewels of the series!"

The 2013 podium featured a full sweep of Profile Design athletes including winner Dylan McNeice, Jamie Whyte, and Chris "Macca" McCormack. "Their efforts to immerse everyone into the Challenge Family - from pros, age group athletes, event partners, vendors, the local community and spectators; makes this a prime event for us to support our sponsored athletes," says Lewis. "We couldn't ask for a more welcoming atmosphere for our team."

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ABOUT PROFILE DESIGN

Profile Design's simple endeavor began in 1988 and what occurred is rather extraordinary. The company was born dedicated to purposeful engineer multisport solutions through functional technology and turned the industry upside down in every category. For over 25 years, Profile Design has been an industry expert in multisport and cycling technology focusing on engineering, adjustability, fit and aerodynamics.