

## Jamaica Underwear Run

The Jamaica Underwear Run will kick off Jamaica's participation in the annual Nautica New York City Triathlon weekend with hundreds of participants stripped down to their unmentionables – decked out with Jamaican flair – for a sprint through Central Park and a chance to win a trip to Jamaica.

The destination will have a presence at all of the events during the Nautica New York City Triathlon Weekend, July 16-18, 2010, and will provide additional opportunities for participants and spectators to enter to win trips to Jamaica, as well as share details on its upcoming competitive sporting events.

"The Jamaica Underwear Run is a fun and memorable way to get the city of New York excited about Jamaica," states John Lynch, Jamaica's Director of Tourism. "Jamaica's presence during all of the events surrounding the Nautica New York City Triathlon will showcase our many competitive sports offerings on the island that are 'musts' for any athlete, especially the upcoming Rose Hall Triathlon on October 24 and Reggae Marathon on December 4."

### Jamaica Underwear Run

The uniquely popular 1.7-mile Jamaica Underwear Run begins on Friday, July 16 at 7:30 p.m. and is expected to attract some 500 runners dressed in their undergarments who will be greeted at the finish line with live reggae music for a mini Jamaican "street" party. The participant with the best Jamaican costume will win a three-night/four-day trip for two to the Rose Hall Resort & Spa, a Hilton Resort in Montego Bay, and round trip air from New York JFK courtesy of JetBlue.

### The 2010 Sports and Fitness Expo, July 16-17

Representatives from the Jamaica Tourist Board (JTB) will have a booth at The 2010 Sports and Fitness Expo to share details on the island's latest tourism and sports offerings. The event takes place at the Hilton New York on July 16 from 12:00 – 8:00 p.m. and July 17 from 10:00 a.m. – 6:00 p.m.

### Nautica New York City Triathlon, July 18

On July 18 the JTB will have a booth at the Nautica New York City Triathlon's JetBlue Finish Fest in Central Park. Visitors will have an opportunity to learn about the destination and also enter to win a trip to the upcoming Rose Hall Triathlon, taking place October 24, 2010, courtesy of the Rose Hall Resort & Spa, a Hilton Resort and JetBlue.

Jamaica will be well-represented in the Nautica New York City Triathlon by two athletes. Patrick Lee will be participating in the event for the second consecutive year. His impressive athletic history includes participation in several marathons, triathlons and Ironman competitions. Lee will be joined by fellow countryman Rayne Russell, founder of the Rose Hall Triathlon. Russell is a former top Jamaican and Caribbean International Tennis Federation (ITF) Junior Ranking tennis player, a former World Youth Cup and Davis Cup player, and has competed in both the 2007 New York City Marathon and Jakes Treasure Beach Triathlon in Jamaica.

## Jamaica Tale of Woe

Racers deferring their entry to the 2010 Nautica New York City Triathlon due to an injury, emergency or other reasons can submit their "Tale of Woe" and be entered to win a three-night/four-day trip for two to Jamaica to participate in the October 24 Rose Hall Triathlon. To be eligible, athletes must defer their 2010 Nautica NYC Triathlon entry and submit a "Jamaica Tale of Woe" by July 17, 2010. The winner will be announced at [www.nyctri.com](http://www.nyctri.com) on Tuesday, July 20.