



FOR IMMEDIATE RELEASE

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### **Bluegrass Wins the Race for USA Triathlon Business**

CHARLOTTE, NC – Bluegrass Promotional Marketing is proud to announce it has reached agreement with USA Triathlon to establish and manage the Associations merchandising and apparel program.

The USA Triathlon set down some stringent requirements for the promotional marketing company that would establish and manage their merchandising program. With over 40,000 annual members, the demand for merchandise bearing the USAT logo and marks is extraordinary. The company they would select would have to be creative, responsive and professional as well as able to meet such demands with exemplary service and premium quality able to sustain long-term, rugged usage by the consumer.

As a result of Bluegrass's outstanding mill and manufacturing relationships, they were able to offer an extensive line of branded merchandise with quality as a constant priority. They also won points with USA Triathlon with their standardized processes and quality control measures to better serve customer needs. But Bluegrass did more - proposing a USA Triathlon Private Label program as well. The result gave a "uniform" look to the line and positioned Bluegrass as a true marketing partner. The total package led the USA Triathlon to move forward with Bluegrass Promotional Marketing for their branded merchandise and apparel fulfillment program.

The USA Triathlon is the national governing body for the sports of triathlon (swim, bike, run) and duathlon (run, bike, run) within the United States. As the governing body, USAT wholly owns and produces the USA Triathlon World Championship Qualifier, USA Triathlon National Championship and the USA Triathlon National Professional Championship. Additionally, USA Triathlon is responsible for the annual selection and coordination of four teams who take part in international competition as well as training Olympic tri- and du-athletes who represent the USA.

#### **About Bluegrass Promotional Marketing**

Founded in 1995, Bluegrass is a full-service promotional marketing firm specializing in custom products and brand marketing. Bluegrass has won the coveted Golden Pyramid Awards from PPAI for the past three years and has three times been named by the Charlotte Business Journal as one of the Charlotte region's 50 fastest growing companies.

The expanded Charlotte, NC-based company has offices in Denver, Seattle and Houston with market coverage in Raleigh, Winston-Salem, Louisville, Chicago and Saint Louis. Warehouse facilities are strategically located across the United States with additional warehouse facilities in Canada and the United Kingdom.