



FOR IMMEDIATE RELEASE

March 1, 2009

FOR MORE INFORMATION

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Heart of Arkansas Welcomes XTERRA
Central Arkansas to host XTERRA South Central Cup

LITTLE ROCK, AR (March 1, 2009) –Over 500 participants are expected to compete in the XTERRA South Central Cup on June 20, 2009 at Burns Park. Competitors representing more than 10 states across the nation will compete in this Off Road Triathlon that will consist of swimming, mountain biking and trail running.

The XTERRA Cup Series is the nation's leading off-road triathlon series which is part of this year's XTERRA America Tour 2009 which includes 60+ stops for regional competitions and eight stops, nationwide for the championship. This weekend's event, referred to Dawg Dayz Weekend will also include XTERRA University presented by Paul Mitchell on Friday, June 19 followed by the competition day on Saturday, June 20 which will also include for spectators music, food and other entertainment as well as a post race party Saturday night. Closing the event on Sunday is the 3 Legged Dawg Mountain Bike Race.