



OFFICE OF THE MAYOR  
CITY OF CHICAGO



**LIFETIME**  
THE HEALTHY WAY OF LIFE COMPANY™

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**DIVVY BIKES TO COMPETE IN 2014 TRANSAMERICA CHICAGO TRIATHLON**

*100 Participants will Ride a Divvy Bike  
in the Transamerica Chicago Triathlon SuperSprint Event*

Mayor Rahm Emanuel announced today that the [2014 Transamerica Chicago Triathlon](#) will include the "Divvy Wave", at the Transamerica Chicago Triathlon SuperSprint event this summer in an effort to encourage individuals of all experience levels, including those new to the sport of triathlon, to participate in the August event along the lakefront.

The SuperSprint event, presented by Toyota and [Life Time –The Healthy Way of Life Company](#), will be held on Saturday, August 23<sup>rd</sup> at Montrose Beach. Life Time will offer 100 entries to the Divvy Wave, which will include complimentary use of Divvy bikes for the 10K SuperSprint bike course. Participants will also swim 375 meters and run 2.5 kilometers as part of the SuperSprint Tri event, and will be competing against each other for unique Divvy prizes.

"Divvy isn't just a convenient and fast way to get around the city, it's also fun and good for you," Mayor Emanuel said. "This new Divvy Wave will allow people to try out the sport of triathlon, and compete with one another in fun way."

Beyond use of the bike, all Divvy Wave participants will receive a special triathlon training kit that includes: an eight-week training program; coaching support from Life Time Tri certified coaches; inclusion into the Transamerica Chicago Triathlon's Open Water Swim Clinic Series and community events; complimentary 24-hour Divvy pass; gift certificate for \$10 off Divvy annual membership; and race weekend swag bags with Transamerica Chicago Triathlon goodies.

"We're excited to introduce the new Divvy Wave and break down the barriers to entry that triathlons normally face," says Scott Hutmacher, Transamerica Chicago Triathlon Regional Marketing Manager. "Equipment, including tri bikes, can be expensive, especially for first time

triathletes who are not quite ready to make such significant investments. With Divvy bikes, people can ‘try a tri’, and have a lot of fun doing it.”

In just nine months of operations, Chicagoans and visitors to the city have taken more than 900,000 trips on Divvy, and have collectively ridden an estimated two million miles, passing the milestone this week.

The 2014 Transamerica Chicago Triathlon weekend will take place August 23-24 and includes five unique events, including the [Life Time Kids Tri Chicago](#), the Transamerica Chicago Triathlon [SuperSprint](#), and the Transamerica Chicago Triathlon Sprint, International and Pro races.

Divvy bikes will be available for pickup on-site in a special transition area, with Divvy staff ensuring all bikes are race-ready. Transamerica Chicago Triathlon SuperSprint and Kids’ Tri spectators are also encouraged to utilize Divvy bikes while visiting the race venue at Montrose Beach on August 23.

Visit [www.chicagotriathlon.com](http://www.chicagotriathlon.com) to register and learn more about Divvy at [www.Divvybikes.com](http://www.Divvybikes.com). For more information and updates on the Life Time Tri series, visit [lifetimetri.com](http://lifetimetri.com), “Like” the [Life Time Tri Facebook page](#) or follow @lifetimetri on [Twitter](#).

More information about Life Time Athletic Events is available at [EventsByLifeTime.com](http://EventsByLifeTime.com) and on Twitter [@lifetimefitness](#).

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