



FOR IMMEDIATE RELEASE

QR TO SPONSOR PRO TRIATHLETE HALEY CHURA **Standout Second-Year Pro Bolsters Quintana Roo Athlete Roster**

Chattanooga, TN – January 16, 2014 - Quintana Roo (QR) has announced that they will sponsor Atlanta-based pro triathlete Haley Chura for the next two years.

“Haley was on my radar after winning the USAT Age Group National Championship in 2012,” said Mac McEneaney, QR’s North American Sales Director. “So, I followed her first pro season very closely. When you couple her personality with her potential, we think she’ll blossom into one of the most feared pros in the field very soon, and make an excellent addition to the QR family.”

The QR team will equip Chura with her new Illicito to help extend the lead she establishes during the swim. Additionally, QR will continue their commitment to providing tech support at key races for Chura and all QR pro and age group athletes.

“Quintana Roo and Litespeed athletes are the most passionately positive group of cyclists on the road,” according to Chura. “From performance to maintenance to customer support, I’ve heard nothing but great things about these bikes and the company that makes them. I am so excited to be joining such an amazing team and already feel proud to call myself a QR athlete.”

Chura has raced in the Olympic Trials for swimming in 2004 and 2008, owns several Ironman swim course records, won 70.3 New Orleans last year, was USAT Age Group National Champion in 2012, qualified for the Ironman World Championships in 2013, and for 2014, wants to earn her way back to Kona again.

About Haley Chura: Haley Chura is a former USAT Age Group National Champion and is the current swim course record holder at Ironman Texas and Ironman Mont Tremblant. In 2013, she was the first pro woman out of the water at the Ironman World Championship in addition to winning 70.3 New Orleans. In 2004 and in 2008, Haley competed at the US Swimming Olympic Trials in 2004 and 2008, and in 2005 was a member of the NCAA Champion University of Georgia swim team. Follow Haley’s progress on her website at haleychura.com.

About Quintana Roo: Quintana Roo was the first company to create a triathlon-specific wetsuit over 25 years ago, and then a tri-specific bike two years later. QR remains the only company in the world wholly committed to triathlon by focusing solely on creating the best fitting and most aerodynamic, functional tri bikes in existence. Follow QR at quintanarootri.com and [@quintanarootri](https://twitter.com/quintanarootri).

Contact: Hannah Thatcher, Marketing Coordinator, Quintana Roo
Tel. 423-591-8771
Email: hannah.thatcher@americanbicyclegroup.com