

R.A.C.E Hires Jay Weber as Sponsorship Marketing Manager



FOR IMMEDIATE RELEASE

Denver, CO - Running and Cycling Enterprises (R.A.C.E.), exclusive North American distributors of performance eyewear brand Rudy Project and polarized sport eyewear brand XX2i Optics, recently added **Jay Weber** to their Denver-based team as **Sponsorship Marketing Manager**. In this role, Jay will be responsible for managing sponsorship relationships with 400+ teams, organizations and athletes covering a wide swath of sports that count Rudy Project and XX2i Optics as official partners.

“I am beyond thrilled to work with Jay again,” said Alysia Kamrath, Digital Marketing Director for Rudy Project North America, who worked with Jay previously at XTERRA WETSUITS. “Nobody can say enough good things about his work ethic and his level of passion and dedication to his job. We are humbled and overjoyed to have

him on the team, and we know that he'll bring that same amount of enthusiasm and experience to cultivating both brands in all sports and competition outside of triathlon. His positive energy, can-do attitude and upbeat outlook on both sports and life will be invaluable as he helps grow the brands and promotes our amazing products."

Jay comes to R.A.C.E. from XTERRA WETSUITS and XTERRA BOARDS, where he was Western Sales Director. His experience in triathlon not only includes past industry experience, but also many different segments. He is a USA Triathlon Certified Level 1 Coach, and officiates as a Level 2 ITU Technical Official, a Category 3 Official for USA Triathlon, and an official for IRONMAN®. He is also a past race director for the Triathlon Club of San Diego and has been competing in triathlons since 2009.

"I can't even explain how privileged I feel to be here with the team at R.A.C.E. – I'm thankful to be surrounded by such an uplifting, committed group of individuals," said Jay. "As a lifelong participant in many outdoor sports, my singular goal is to keep Rudy Project and XX2i Optics at the top of the industry. Having been familiar with Rudy Project for years, this is a dream come true. I'm excited to take on a new adventure in Denver, and everything a new city has to offer."



Through R.A.C.E.'s employee incentive program, Jay is planning on coaching his colleagues as they compete in triathlons and local races all over Colorado. R.A.C.E. is proud to support Jay's athletic pursuits and those of weekend warriors and professional athletes alike, all over North America.

About Rudy Project

Italian Crafted Sunglasses, Helmets, Goggles, + Rx/Prescription Eyewear Since 1985 • 7-Time #1 Most-Worn Aero / TT Helmet at IRONMAN® World Championships • Unbeatable Replacement Lens Guarantee • rudypromectna.com

About XX2i Optics

High quality performance and casual eyewear at an excellent price • Winner of Gear Institute's "Best Value" Award and Outside Magazine's "Killer Value" Award • Lifetime Warranty • www.XX2i.com