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Newton Running to sponsor 106^o West Triathlon, the highest triathlon in the world

BOULDER, Colorado —June 29, 2016— Newton Running announced that it will sponsor the all-new 106^o West Triathlon, an event that will break multiple records and barriers as the highest triathlon in the world and the first-ever swim in Lake Dillon, Colorado. 106^o West Triathlon will take place on September 10, 2016. The race will feature a “half-ironman” and “quarter-man” distances.

“Newton Running is thrilled to partner Human Movement on their next great, one-a-kind event. Newton Running got its start in the triathlon community and we’re looking forward to being a part of what will likely become an epic, “bucket-list” race for triathletes from all over the world in our home state of Colorado,” commented Erin Kersten, Director of Marketing for Newton Running.

“After more than a decade of planning and negotiations, I cannot wait to introduce the world to 106^o West Triathlon. As a local Colorado company and a leader in performance running, Newton Running contributes to the legitimacy and excitement of this legendary new race,” said founder of Human Movement Management Inc, Jeff Suffolk.

Read the full interview of Newton’s interview with Jeff here:

<http://www.newtonrunning.com/blog/uncategorized/qa-with-106-west-jeff-suffolk/>

For more on Newton Running, follow @NewtonRunning and visit www.newtonrunning.com.

For more on 106^o West Triathlon, follow @106westtriathlon and visit www.106westtri.com.

About Newton Running:

[Newton Running](http://www.newtonrunning.com), based in Boulder, CO, is a leading manufacturer and marketer of performance running shoes for runners of all types, from first-time runners to seasoned marathoners. Newton Running’s patented Action/Reaction™ Technology provides dynamic full foot cushioning and lightweight cushioning. Newton Running shoes are available at hundreds of specialty retailers across the country and around the world and at www.NewtonRunning.com. Newton Running launched in 2007 by Jerry Lee and Danny Abshire. The Company was named after Sir Isaac Newton and Newton’s third law, which is the inspiration behind the technology that has made Newton Running shoes renowned. As a certified B Corporation, Newton Running is committed to and recognized for a higher level of accountability, sustainability and philanthropy.