

**FOR IMMEDIATE RELEASE**

## **Southeastern Endurance and Multisport Expo Opens Online Registration**

*Largest East Coast Expo for Endurance and Multisport Athletes Scheduled for April 4, 2009*



ATLANTA, Jan. 12, 2009 – Online registration for the [Southeastern Endurance and Multisport Expo](http://www.seeme2009.com) (SEE-ME), the largest expo east of the Mississippi for endurance and multisport athletes opens today at [www.seeme2009.com](http://www.seeme2009.com). Scheduled for Saturday, April 4, 2009 at the Cobb Galleria Centre in Atlanta, Georgia, SEE-ME showcases the latest gear and hottest trends for endurance and multisport athletes. Attendees get a chance to take in even more through interactive seminars, cutting-edge training and gear demonstrations, and then take it home with special giveaways and door prizes. The expo attracts aspiring and experienced athletes who participate in distance running, road cycling, mountain biking, triathlons, adventure racing, hiking, swimming, and kayaking/paddling.

“If you’re into sports and races that require you to move more than 90 minutes at a time, SEE-ME is the perfect expo to attend,” said Mike Lenhart, senior partner, Charitable Sports Productions. “You can get a competitive edge from the seminars, learn more at the demonstrations, check out the latest gear—or even swap some of your own—and mix it up with the endurance and multisport communities.”

SEE-ME is expected to attract 3,000 athletes from around the Southeast and beyond. Unlike traditional race-related expos, SEE-ME offers interactive and informative seminars featuring top speakers alongside demonstrations of the latest gear and training techniques. In addition to the nearly 100 exhibitors showcasing the latest gear, the event offers a large “swap” section where athletes can barter, buy, or sell their own equipment. As part of registration, attendees get a top-quality, technical training shirt and a gear bag filled with information and giveaways. “It’s the kind of expo that athletes seek out,” added Lenhart. “Information, education, demonstrations, gear, a swap, giveaways, and a great technical shirt – there is more at SEE-ME than you can get anywhere else in the Southeast.”

SEE-ME is a production of Charitable Sports Productions, an event management company dedicated to providing services and financial support to named beneficiaries through the proceeds of sporting events and programs. The event will announce its two named charities benefiting from this year’s SEE-ME later this month. For the first year, SEE-ME is being held in a larger space at Cobb Galleria Centre to accommodate exhibitors and attendees. The event, which began in 2005 under the leadership of Lenhart and other Atlanta triathletes, has grown steadily from a multisport expo for Georgia athletes to its current scale as the largest expo for multisport and endurance athletes in the region.

**Southeastern Endurance and Multisport Expo**

The Southeastern Endurance and Multisport Expo (SEE-ME) is the single, largest expo east of the Mississippi dedicated to the endurance and multisport communities. Held each year near the start of the endurance and multisport seasons, SEE-ME provides the information, access, seminars and demonstrations of the latest gear and trends for the aspiring or experienced athlete. More information, including registration, is available at [www.seeme2009.com](http://www.seeme2009.com).

**Charitable Sports Productions**

Charitable Sports Productions is an event management company dedicated to providing services and financial support to named beneficiaries through the proceeds of sporting events and programs. More information is available at [www.charitablesportsproductions.com](http://www.charitablesportsproductions.com).

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**Editors Notes:****Web Address:**

[www.seeme2009.com](http://www.seeme2009.com)

**Images Available:**

High-resolution images from last year's expo are available upon request.

**Interview Available:**

Jim Rainey, senior partner, Charitable Sports Productions

**Media Contact:**

Jenny Schmitt

1 (404) 421-8323

[jschmitt@cloudspark.com](mailto:jschmitt@cloudspark.com)