

FOR IMMEDIATE RELEASE
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GAME ON: JUST TRYAN IT 2014 KIDS Triathlon RACES TO REACH HALF-MILLION DOLLAR BENCHMARK TO HELP KIDS WITH CANCER

BETHESDA, MD – More than 500 Washington, D.C., area children are expected at **JUST TRYAN IT's (JTI) 5th annual kids triathlon** at 8:30 a.m. on Sunday, **June 15, 2014** at the Landon School in Bethesda, Md. For months, these young athletes have been raising money, securing sponsors, swimming, biking and running in preparation for JTI's triathlon, an incredible community event that strives to instill the importance of philanthropy and service, promotes wellness, and inspires tomorrow's leaders to make a positive difference in their communities. Watch JTI's video to see first-hand how this volunteer-driven organization is profoundly impacting the lives of countless D.C. area families struggling with the costs of childhood cancer.

Since its founding in 2010, the JTI kids triathlon is rapidly evolving into one of the area's largest fundraisers for children's cancer charities. In addition to attracting a new record of more than 500 racers this year, JTI is also expected to hit the **\$500,000 benchmark**, raising half a million dollars in just four years. All funds are donated to MedStar Georgetown University Hospital. JTI's donations support families by easing their financial burdens and paying expenses such as mortgages, utility bills, and babysitters, creating more time and energy to focus on helping their children get better.

“We are overjoyed that in just four short years, JTI's kids triathlon is expected to raise more than \$500,000 to help families in need and give hope,” said **JUST TRYAN IT** President Carrie Norry. “These funds are truly having an immediate impact on changing the lives of local families whose children are undergoing cancer treatment at MedStar Georgetown University Hospital. JTI is about kids helping other kids in need, and we are deeply thankful for the steadfast dedication and generosity of our racers, which makes all of this possible.”

JUST TRYAN IT is named in honor of Ryan Darby, a Bethesda, Md. native who was just six years old when diagnosed with leukemia. Ryan recently completed his treatment and is thriving, taking an active role in cheering kids on race day. Read more about Ryan's story here.

JUST TRYAN IT is thankful for the support of this year's race sponsors – **lead sponsor Enterprise Rent-A-Car and Platinum Sponsors AdvisorShares and Evolvent Health**. In addition, more than 35 Bethesda area businesses are sponsoring the triathlon at some level.

To find out more about supporting this amazing cause, visit www.justryanit.com or find JTI on Facebook at www.Facebook.com/JUSTTRYANIT.

About JUST TRYAN IT

JUST TRYAN IT, Inc. is a non-profit foundation that helps families of children with cancer focus their attention on their family and on beating cancer. The Foundation provides financial assistance to these

families to alleviate the many financial burdens that accompany such a diagnosis. To find out more, visit <http://justtryanit.org>.

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