



## **National Triathlon Training Camp**

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

January 20, 2006

### **For Immediate Release**

## ***Sport Beans from Jelly Belly to Title Sponsor NTTC***

ELK GROVE, CA --- The **National Triathlon Training Camp (NTTC)** announced today that they have signed **Sport Beans** from the **Jelly Belly Candy Company** as Title Sponsor through the end of 2007. The agreement also includes options for three additional years. The NTTC, which held the *world's first triathlon camp* in May of 1983 and ran the sport's most successful racing team in the late 80s and early 90s, is back after an 11-year hiatus. NTTC and Jelly Belly will field a "Pro/Elite Team" and a "Club Team," racing under the banner **Team Sport Beans/NTTC**. Under the terms of the agreement, Sport Beans will also serve as Title Sponsor of all NTTC camps, clinics, and online coaching.

Jelly Belly Candy Company developed Sport Beans to meet the needs of serious athletes and fitness minded consumers. The new jelly beans have 25 grams of carbohydrates per 1-oz. serving, electrolytes, and vitamins.

"We are extremely pleased to join forces with Jelly Belly Candy Company and their new product for sports-minded consumers," said Mark Wendley, NTTC Director and Founder. "Sports Beans taste great and are well formulated to fuel the body. We hope to help make Sport Beans the new standard in training and race day nutrition."

The team, which notched over 190 wins and 650 top-10 finishes from 1986 to 1994, will be signing 6 to 10 pro triathletes for the coming season. Additional team sponsors will be announced over the next several weeks. In February, NTTC's new online coaching will be available. Being billed as *the most affordable, fully-customized training available* in the sport today, programs are priced starting at less than \$30 per month. Club Team memberships will also be available in February. Members will receive an official team T-shirt, sample supply of Sport Beans, a subscription to the team newsletter, additional freebies, and discounts on a full line of team apparel, equipment, and, of course, Sport Beans. Members also receive discounts on attending NTTC camps, clinics, and tours, the dates and locations of which will be announced as the year progresses.

"The growing interest in triathlons, coupled with our company's commitment to the active lifestyle, made this sponsorship on target for Sport Beans," said Bob Simpson, President of Jelly Belly Candy Company. "The NTTC track record in the sport and their history of producing world class teams is admirable and exciting."

For more information, please visit [www.NTTCracing.com](http://www.NTTCracing.com) and [www.JellyBelly.com](http://www.JellyBelly.com).

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