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Teva U.S. Mountain Running Team Announces Partnership with Costa Del Mar

Colorado Springs, CO --- Costa Del Mar recently entered into an agreement with the 2008 Teva U.S. Mountain Running Team to provide product for this year's team. Costa Del Mar is a leading manufacturer of sunglasses whose goal is to deliver the ultimate performance.

"We are delighted to enter into a relationship with Costa Del Mar. Their philosophy mimics that of our team, to be adventurous, to explore, to be a steward of the environment, and to embrace the world around us. Partnering with Costa Del Mar will certainly raise our profile and be a wonderful addition to our existing sponsorship program. We look forward to working with the staff at Costa Del Mar to create more awareness for the brand through their involvement with the team," said Nancy Hobbs, manager of the Teva U.S. Mountain Running Team.

Costa Del Mar was founded in 1983 and is headquartered in Daytona Beach, FL. Their website can be accessed at www.costadelmar.com.

"We're thrilled to be working with the Teva U.S. Mountain Running Team. This is an outstanding opportunity for Costa Del Mar to put the best polarized sunglass in the industry with the best mountain runners in the country," said Brad Abbott, Costa Del Mar National Sales Manager - Western U.S. "We hope the runners are able to 'See What's Out There' on all of their trails."

The Teva U.S. Mountain Running Team has been title sponsored by Teva, the official footwear of the team, since 2002, team uniforms are sponsored by official apparel sponsor SportHill, Windermere Real Estate/Teton Valley is the official real estate company, Fleet Feet Sports-Boulder is the official specialty running store, OrthoLite is the official insole, Wicked Fast sports nutrition is the official dietary supplements for pre-exercise energy/endurance (Energ-Ease) and post-exercise recovery (Recover-Ease), FuelBelt provides hydration products for the team, and Youth Runner magazine provides support for the junior team.

The team will compete in the 24th World Mountain Running Trophy in the region of Sierre Crans-Montana, Switzerland on Sunday, September 14, 2008. This year's Trophy races are uphill-only courses (as opposed to odd-numbered years when the events are run on an up/down courses) with the senior men running 12km, the senior women and junior men running 8km, and the junior women running just under 4km (course distances are approximate).

The women's team includes four athletes with the top three finishers scoring for the team. Six athletes will represent the men's team with the top four finishers scoring. The junior men's team includes a maximum of four with top three scoring while the junior women's team is a maximum of three with the top two scoring. Team manager Nancy Hobbs, Colorado Springs, CO, team leader Richard Bolt, Portland, OR, manager of the junior team Dave Dunham, Bradford, MA, and women's team manager Ellen Miller, Vail, CO, will accompany the team to Switzerland.

At the USATF annual convention in Honolulu in December 2007, the Mountain Ultra Trail (MUT) Council chose two races from which automatic qualifiers to the U.S. team will be selected. The USA Mountain Running Championships was hosted by the Mt Washington Road Race on June 21 in Gorham, NH where the top four U.S. men and the top U.S. woman finisher received automatic berths on the team. Four of the athletes selected at Mount Washington – Eric Blake, Rickey Gates, Joe Gray, and Brandy Erholtz – accepted their spots on the team. Clint Wells, who finished second at Mount Washington declined his spot on this year's team. Vail, CO will host the second and final selection race with the La Sportiva Berry Picker on Sunday, July 20 and will welcome the top U.S. man, the top two U.S. women, and the top junior man to the team.

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The remaining members of the squad, (two male, one female, three junior men, and two junior women), will be selected by the Mountain Ultra Trail Council with input from the team staff based on results at the selection races, past World Trophy events, national and international racing experience including mountain, road, cross country, and track. Senior athletes **MUST** run a selection race in order to be considered for the team. The junior team (except for the automatic selectee from Vail) is selected based on resumes with criteria available at www.usmrt.com. To be considered for the team all team members **MUST** be current USATF members prior to running a selection race and in the case of juniors, USATF membership is also mandatory.

Interested athletes should submit running resumes to: Richard Bolt (richard.bolt@usmrt.com) and Nancy Hobbs (trlrunner@aol.com). The full team will be announced by August 15, 2008.

For additional information visit the websites listed below:

USA Mountain Running Championships	www.mountwashingtonroadrace.com
Berry Picker	www.vailrec.com
World Mountain Running Association	www.wmra.info
USA Track & Field	www.usatf.org
World Mountain Trophy 2008	www.wmrt2008.org/pages/fr/
American Trail Running Association	www.trailrunner.com
Teva	www.teva.com
SportHill Clothing	www.sporthill.com
Costa Del Mar	www.costadelmar.com
Windermere	www.juliebryan.mywindermere.com
Fleet Feet Sports-Boulder	www.fleetfeetboulder.com
Wicked Fast Sports Nutrition	www.recover-ease.com
OrthoLite	www.ortholitefoam.com
FuelBelt	www.fuelbelt.com
Youth Runner	www.youthrunner.com

Costa Del Mar® constantly searches for better everything...better design, better technology and a better look and feel for its sunglasses. This obsession leads to advanced frame and lens technologies that create major breakthroughs in the industry and an engineered-for-performance sunglass that enhances any adventure in, on or around the water.

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