



FOR IMMEDIATE RELEASE

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Galloway Family of Dealerships is Captiva Tri title sponsor

The Galloway Family of Dealerships, Southwest Florida's leading automotive organization, has signed on as the title sponsor for the Captiva Triathlon. To be held on Sept. 17 and 18th, the Galloway Captiva Triathlon at South Seas Island Resort is a family, fun and fitness weekend on Captiva Island centered around a children's triathlon on Saturday morning and an adult sprint length triathlon on Sunday morning.

"We think they are a great fit. The family has a history on Captiva, Ford Motor Company is a long-time triathlon sponsor, and the new Fords with their great mileage are the kind of "green" car triathletes are interested in," Race director Kate Gooderham stated. We want this to be a high quality race, and their support is integral to that success."

"Ford is a sponsor of the Ironman competition nationally so we are proud to support a triathlon in our community," said Robert Galloway, vice president of the Galloway Family of Dealerships. "This will be a great event for the entire family and we are looking forward to our Galloway team representing us well on Captiva."

The Galloway Captiva Triathlon at South Seas Island Resort is a weekend family, fun and fitness event comprised of two children's triathlons on Sept. 17 (Ages 6-9:100 yard swim, 1.5 mile bike, 0.5 mile run; Ages 10-13:200 yard swim, 3 mile bike, 1 mile run) and an adult sprint length triathlon on Sept. 18 (Swim 400 yards [0.25 mile], Bike 10 miles, Run 3.1 miles [5K].) All events will take place on Captiva Island.

For more information, go to www.captivatri.com or www.active.com .

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About Galloway: *Sam Galloway Automotive is one of the oldest and most respected automotive organizations in Southwest Florida and includes Sam Galloway Ford, Lincoln-Mercury, Coconut*

Point Ford and Galloway Mazda. Galloway Ford has been a member of the Ford 100 Club (top 100 volume Ford dealerships in the United States) since the award's inception and in 2008 received one of Ford Motor Company's most distinguished tributes, the Salute to Dealers Award. Four generations of the Galloway family have been involved in managing the company. The family remains focused on their customers and the community. They support several different charitable organizations throughout Southwest Florida including the American Cancer Society, the preservation of the Edison-Ford Winter Estates and Community Cooperative Ministries (The Soup Kitchen). Sam Galloway, Jr.'s annual Soup Kitchen Benefit for CCMI raised \$800,000 in 2011.

About SW Florida Events: *Southwest Florida Events Inc. is a Florida not-for-profit corporation based in Fort Myers dedicated to combining fun, fitness and support for local charities through multisport events.*