



News Release

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Columbia Threadneedle Investments Commits To Sponsor Boston Triathlon Through 2023

Registration Now Open for Boston's Only Triathlon - July 27-28, 2019

BOSTON – January 23, 2019 – Today, ethos, the mass participation event organization that produces the Boston Triathlon, announced that Columbia Threadneedle Investments, a leading global asset management group, has renewed its title sponsorship of the Boston Triathlon. The new five-year commitment will ensure Columbia Threadneedle Investments naming rights for the event through 2023. The firm became the title sponsor in 2015.

The Columbia Threadneedle Investments Boston Triathlon is expected to bring more than 2,000 participants to the South Boston waterfront for two days of races for adults, relay teams, kids and local Boston companies. Participants can raise funds for the event's charitable sponsor, Boston Medical Center. Registration is now open for the 11th annual event, scheduled for July 27-28, 2019.

The weekend-long event brings together athletes of all ages and abilities to compete in Olympic and sprint distance triathlons, the Boston Corporate Cup competition, and Kids Day on Saturday July 27th. The Olympic and sprint distance competitions combine a swim at Massachusetts Department of Conservation and Recreation's (DCR) Carson Beach, a bike ride on DCR William Day Boulevard and a beautiful run along the South Boston waterfront. Additional information is available at BostonTri.com.

"Columbia Threadneedle Investments' continued commitment to the Boston Triathlon will have a significant impact, cementing the race as a signature event for the city of Boston and a destination event for athletes from across the Commonwealth, the country and the world," said Michael

O’Neil, president of the Boston Triathlon. “We are thrilled to have Columbia Threadneedle’s continued commitment as title sponsor and look forward to successful events for years to come.”

“We’re proud to continue our partnership with Boston’s only triathlon and look forward to helping grow the event further by attracting more participants, volunteers and fans,” said Ted Truscott, CEO of Columbia Threadneedle Investments. “It’s an outstanding event for all participants, and each year, I am inspired by the number of our employees who commit to the challenge of a triathlon, alongside their colleagues, families and friends, as they raise money for Boston Medical Center. We are gearing up for what’s to be an amazing weekend in July.”

Once again, ethos and Columbia Threadneedle Investments are working closely with the event’s charity partner, Boston Medical Center, the largest safety-net hospital and busiest provider of trauma and emergency services in New England.

Charitable money raised will help Boston Medical Center—a national model for excellence in caring for the urban and working poor—work towards its long-term goal of making Boston the healthiest city by 2030. This goal, known as *Vision 2030*, encompasses the longstanding belief that when an organization invests in the root causes of urban health issues, the community and its people greatly benefit and thrive. Money raised at the 2019 Boston Triathlon will support *Vision 2030*, with a continued emphasis on programs that help members of our community who struggle with substance use disorders. To learn more about participating in the Columbia Threadneedle Investments Boston Triathlon as part of Team BMC, contact team.bmc@bmc.org.

About ethos

e•thos | 'ēθäs| *the characteristic spirit of a culture or community as manifested in its beliefs and aspirations.* ethos is a mass participation event organization created to bring athletes together through challenging and unique sporting events. The organization produces the Columbia Threadneedle Investments Boston Triathlon, and the Lobsterman Triathlon.

About Columbia Threadneedle Investments:

Columbia Threadneedle Investments is a leading global asset manager that provides a broad range of investment strategies and solutions for individual, institutional and corporate clients around the world. With more than 2,000 people, including over 450 investment professionals

based in North America, Europe and Asia, we manage \$495 billion* of assets across developed and emerging market equities, fixed income, asset allocation solutions and alternatives.

Columbia Threadneedle Investments is the global asset management group of Ameriprise Financial, Inc. (NYSE: AMP). For more information, please visit columbiathreadneedle.com/us. Follow us on [Twitter](#).

**In U.S. dollars as of September 30, 2018. Source: Ameriprise Q3 Earnings Release.*

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