



FOR IMMEDIATE RELEASE

Transamerica and Ironman Champion Ben Hoffman Ink Sponsorship

(Boulder, CO – July 15, 2016) – Five-time Ironman Champion Ben Hoffman has signed a sponsorship agreement with Transamerica to help promote physical and financial fitness as part of an individual's overall personal wellness plan.

Hoffman, who is the highest placing American triathlete at the Ironman World Championships since 2009 (2nd), is fresh off a big win at the 2016 Ironman South Africa.

“I am impressed with Transamerica’s commitment to the active lifestyle as part of their physical and financial wellness philosophy. The people I have met at Transamerica care deeply about endurance sport, which is important to me. Their commitment to encouraging active and healthy lifestyles is directly aligned with my own values and I am proud to be part of this company and its efforts” said the 32-year-old Hoffman, who trains out of Boulder, Colo., and Tucson, Ariz.

Transamerica and Hoffman will be collaborating this season to create a series of behind the scenes videos about Ben’s road to Kona and his attempt to return to the podium at the hardest single day in sport – the IRONMAN World Championship scheduled for Oct. 8, 2016 in Kona, Hawaii. The four-part video series, called “The Freedom Within,” will dig deeper into the life of a professional triathlete who is not only training to be a contender at the World Championships, but also a professional balancing life matters such as getting married, acquiring a new home, and doing business as an ambassador for numerous sponsors.

“Like many top athletes, Ben has a game face that comes out at races when he is seen by fellow athletes and via media interviews. But behind the scenes, he is actually quite philosophical with his thoughts and I have really enjoyed seeing this side of the kid who was raised in Grand Junction, Colorado. I think others in the sport will also like getting to know The Hoff in these videos; there is a great deal of emotion, drive, and impressive perspective. After all, who knew he was a closet artist?” commented Hoffman’s business manager, Franko Vatterott, of The Human Interest Group.

Follow Hoffman’s journey this year through the Transamerica sponsored video series at BenHoffmanRacing.com, facebook.com/ben-hoffman-racing or [@bhoffmanracing](https://twitter.com/bhoffmanracing)

About Ben Hoffman

Ben Hoffman is part HIG's Professional Triathlon global roster that includes three-time IRONMAN World Champion **Craig "Crowie" Alexander**, IRONMAN Champion **Rachel Joyce**, multiple XTERRA World Champion **Lesley Paterson**, four time World Champion **Tim Don**, Canadian Power Couple **Team Wurtele**, Ironman 70.3 Champ **Radka Vodičková**, triathlon's Next Gen star **Samuel Appleton**, young XTERRA phenomenon **Mauricio Mendez**, 70.3 Champs **Lauren Barnett**, **Jake Montgomery**, and Aussie favorite **Paul "Barney" Matthews**. Visit www.professionaltriathlon.com for latest athlete bios and updated race reports.

In addition to Transamerica, **Ben** continues relationships with longtime partners at Zoot Sports, Specialized Bicycles, Bahrain Endurance, Knight Composites, Clif Bar, Oakley, Sport Pump, Infinite Monkey Theorem, Tender Belly, Marc Pro, Sound Probiotics, Ice Friction Technology, and Technogel.

About Transamerica

With a history that dates back more than 100 years, the Transamerica companies are recognized as leading providers of life insurance, savings, retirement and investment solutions, serving millions of customers throughout the United States. Transamerica works to Transform Tomorrow® for those who entrust its dedicated professionals with their financial needs, helping them take the necessary steps to achieve their long-term goals and aspirations. Transamerica's 10,000 employees serve nearly every customer segment, providing a broad range of quality life insurance and savings products, individual and group pension plans, as well as asset management services. In 2015, Transamerica fulfilled its promises to customers, paying more than \$6.9 billion in insurance and annuity benefits, including return of annuity premiums paid by the customer. Transamerica's corporate headquarters is located in Baltimore, Maryland, with other major operations in Cedar Rapids, Iowa. Transamerica is part of the Aegon group of companies. Aegon is one of the world's largest providers of life insurance, pension solutions and asset management products, operating in more than 20 markets worldwide. For the full year of 2015, Aegon managed \$768 billion in revenue generating investments. For more information, please visit www.transamerica.com.

About Human Interest Group

Based in Boulder, Colorado, the **Human Interest Group (HIG)** provides marketing bandwidth, sponsor activation strategies and services, and audience-building content for companies around the world. Our trademark PROTRI division is triathlon's leading professional sports management agency. Our clients are established and entrepreneurial businesses in the triathlon, endurance sports, and the active lifestyle space. Whether needing a credible brand ambassador or wanting a fresher perspective on your business development strategy, clients value our relationships, knowledge, and credibility when it comes to building engagement within the active lifestyle communities. Got an idea? Contact us www.ProfessionalTriathlon.com

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