



Men of Iron – Hearts of Gold



United Way of  
Portage County

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For Immediate Release

**Local Triathlete Racing Ironman Wisconsin to Raise Funds for United Way of Portage County**

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When Plover resident and triathlete Dan Martinson steps up to the starting line at Ironman Wisconsin, (2.4 mile swim, 112 mile bike, 26.2 mile run) he won't be competing just for himself. He'll also be raising funds for United Way of Portage County.

Martinson is fundraising as a part of the Janus Charity Challenge, an innovative program designed and sponsored by the investment management firm, Janus. The program acts as a catalyst to motivate Ironman athletes to use the race to raise money for charity. But unlike most other race fundraisers, there is no pre-determined beneficiary. Each athlete can select the nonprofit organization they wish to support. Since the program's inception in 2001, triathletes have raised over \$18 million for hundreds of charities throughout the United States.

"Janus is proud to continue to offer this exceptional program because it engages more people in meeting the critical needs of their communities. The incredible commitment of athletes like Martinson is a true testament to the caliber of Ironman athletes, and only helps to drive more awareness and support for vital nonprofit organizations throughout the country." said Janus corporate sponsorship director, Casey Cortese. To inspire athletes to participate, Janus makes additional contributions to the beneficiaries of the top fundraisers at each of the full distance U.S. Ironman races.

Martinson is inspired to make a difference in his community, and he understands that bringing people together is the best way to accomplish this goal. United Way of Portage County works together with businesses, nonprofit organizations, government, and the faith community to improve lives and build a stronger community. This shared vision for a stronger and more vibrant Portage County provides a solid foundation the partnership between Martinson and United Way of Portage County.

Martinson is putting out a call to our community to support his fundraising efforts. To make a contribution, go to [www.januscharitychallenge.com](http://www.januscharitychallenge.com) and click on How to Donate.

Ironman Wisconsin will be held in Madison, Wisconsin on September 9, 2007. You can track Dan's progress on race day live on [www.ironmanlive.com](http://www.ironmanlive.com).

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