



NEWS RELEASE

## Columbia Threadneedle Investments Named Title Partner of Boston Triathlon

2016-05-19

BOSTON--(BUSINESS WIRE)-- Columbia Threadneedle Investments and the Boston Triathlon today announced that Columbia Threadneedle will be the title partner of Boston's only triathlon. The newly renamed Columbia Threadneedle Boston Triathlon, now in its eighth year, will take place in South Boston on July 31, 2016.

This Smart News Release features multimedia. View the full release here:

<http://www.businesswire.com/news/home/20160519005845/en/>

Triathletes racing in the Boston Triathlon. (Photo: Boston Triathlon)

The Columbia Threadneedle Boston Triathlon combines a

swim at Carson Beach, a bike ride on William Day Boulevard, and a run along the waterfront of Pleasure Bay. Athletes can compete individually or as part of a team in the heart of Boston. Race and registration information is available at **BostonTri.com**.

This partnership builds upon Columbia Threadneedle Investments' global support for the sport of triathlon. Columbia Threadneedle Investments is the Global Financial Services Partner of the International Triathlon Union World Triathlon Series, which hosts a series of events around the globe for elite and age group triathletes. Columbia Threadneedle Investments, a leading global asset management group with more than 500 people in Greater Boston, will be working with Boston Triathlon to help further develop the event.

"We are excited to become an integral part of the Columbia Threadneedle Boston Triathlon and to make this investment in our Boston community. Triathletes from Boston, New England and beyond demonstrate

commitment, determination and fortitude in achieving their long-term goals,” said Ted Truscott, CEO of Columbia Threadneedle Investments. “We find that these values mirror those that drive us as we work to help our individual and institutional clients achieve their investment goals.”

Building on Columbia Threadneedle Investment’s long-standing commitment to the community, employees will have the opportunity to raise money for the new Adolescent and Young Adult Substance Use Disorder Treatment Program at Boston Medical Center (BMC), a 496-bed Level I trauma center and the largest safety-net hospital in New England. BMC’s new treatment program will be a regional referral center for youth under 24 years old and will provide care and treatment plans for young patients who have developed substance use disorders, as well as those who have experimented and may be at risk for developing an addiction.

“Triathlon is one of the more popular participation sports worldwide. Having Columbia Threadneedle Investments become a title partner and join us to support our charitable partnership with Boston Medical Center is exciting,” said Michael O’Neil, president of the Boston Triathlon. “Together, this will allow us to make an even greater positive impact in the Boston community.”

### **About Columbia Threadneedle Investments:**

Columbia Threadneedle Investments is a leading global asset management group 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 \$464 billion<sup>1</sup> 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](http://columbiathreadneedle.com/us). Follow us on Twitter @CTInvest\_US.

### **About Boston Triathlon:**

The Boston Triathlon was created to celebrate fitness and showcase the stunning South Boston waterfront. Athletes have come from around the globe, and up the street, for this unique and iconic sporting event. The Boston Triathlon has hosted Olympians as well as first-timers, and strives to make a positive impact on the neighborhood through a strong community focus and charitable partnerships. In 2016 there will be a new kids race designed to inspire young people and support programs that offer a positive life path through sport. For more information and to register please visit [bostontri.com](http://bostontri.com)

<sup>1</sup>As of March 31, 2016

Investment products offered through Columbia Management Investment Distributors, Inc., member FINRA.



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