



FOR IMMEDIATE RELEASE

**Fulcrum Partners Shares Inspirational Message of
Triathlete Jordan Rapp**

PONTE VEDRA BEACH, FL-- (July 16, 2013) –

American professional triathlete Jordan Rapp won the ITU Long Distance World Championship in 2011 and added his fourth and fifth triathlon wins in 2012, winning both the Ironman US Championship in New York and Ironman Texas. His remarkable accomplishment becomes even more extraordinary when you learn that he achieved these victories after being the victim of a near fatal hit-and-run bicycling accident. Now Fulcrum Partners LLC, one of the nation's leading and largest executive benefits consultancies, is sharing Jordan's inspiring story and his message of personal courage and commitment to the sport he loves and the standards he sets for himself.

Fulcrum Partners LLC Managing Director [Tom Chisholm](#) (Chicago, IL) is also a competitive triathlete. Chisholm explains, “The core values that lead to excellence in an endurance sport like triathlon have a lot of parallels in the business world. Jordan Rapp is an amazing example of commitment, courage, and dedication.

“Fulcrum Partners is proud to share his story as a source of inspiration to others. Jordan understands that success comes when you surround yourself by a strong, experienced team, identify the plan that is best for you and then stick with that plan—which is the same message and service we deliver to our clients at Fulcrum Partners.”

Chisholm, who competed at the 2012 ITU World Championships in Vitoria-Gasteiz, Spain, adds, “Jordan has been inspiring me since I got into triathlon 5 years ago. As his story of personal and professional excellence took a dramatic turn, Fulcrum Partners knew we wanted to stand with Jordan and share with others his amazing account of resolution and triumph.”

Fulcrum Partners features Jordan’s story on its website at

www.fulcrumpartnersllc.com/inspire

About Fulcrum Partners LLC:

The team members at Fulcrum Partners LLC are highly knowledgeable industry professionals with diverse skill sets, targeted experience and in-depth expertise in executive compensation and benefits consulting. Fulcrum Partners focuses on

delivering an integrated approach to the design, financing and plan administration of executive benefits programs. Fulcrum Partners LLC is a wholly independent, member-owned firm dedicated to helping organizations enhance their Total Rewards Strategy. Founded in Ponte Vedra Beach, Florida, in 2007, today the company has offices in Atlanta, Georgia; Chicago, Illinois; Charleston, South Carolina; Columbus, Ohio; Delray Beach, Florida; Honolulu, Hawaii; Houston, Texas; Los Angeles, California; Orlando, Florida; Ponte Vedra Beach, Florida; Portland, Oregon; and Washington D.C.

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