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FOR IMMEDIATE RELEASE
Jan. 9, 2025

AUSTIN-BASED PEOPLES ENDURANCE APPAREL CELEBRATES NATIONWIDE E-COMMERCE LAUNCH



AUSTIN (Jan. 9, 2025) — Founded by Texas native Elliott Teller, [Peoples Endurance Apparel](#) today made its nationwide debut offering cyclists, runners and other endurance athletes pro-level apparel but at a fraction of the cost, addressing the industry’s longstanding market gap. The company’s administration and inaugural product lineup, featuring over 30 products, was funded by a U.S. Small Business Administration 7(a) loan through Amegy Bank.

Through strategic manufacturing relationships, sourcing the best fabrics on the market and thoughtful counsel from Amegy Bank’s small-business bankers, Teller’s business model keeps operating costs down, bringing consumers affordable, quality and functional endurance apparel.

“Our aim is to inspire and nurture the next generation of endurance athletes by providing accessible, high-quality apparel,” Teller said. “We hope the launch of Peoples Endurance Apparel will be the beginning of a trusted, first-choice endurance apparel brand for Austinites and beyond.”

Teller set out to pursue his entrepreneurial ventures after stepping away from Austin’s Big Tech industry in June 2023. From the infamous Barton Creek Greenbelt to the off-road favorite, Pace Bend, Austin is home to thriving running and cycling communities and is one of the nation’s top-ranked physically active cities, making it an ideal starting line for the endurance apparel industry’s newest brand.

“Working alongside such a forward-thinking entrepreneur and family man, who epitomizes Austin’s culture of community, innovation and affinity for the city’s active lifestyle, has been a true honor,” said Austin-based Salvador Ramirez, Amegy Bank’s Westlake branch manager. “I look forward to continue watching Elliott’s business grow, and sporting what is sure to be my new favorite endurance apparel brand.”

About Amegy Bank

Amegy Bank, a division of Zions Bancorporation, N.A., is a leading Texas bank with \$14 billion in assets and about 1,000 employees. In 2023, Amegy earned six Best Brand Awards, 20 Greenwich Excellence Awards, seven Middle Market and 13 Small Business Excellence Awards, ranking third among all U.S. banks. With more than 75 locations across Houston, Dallas-Fort Worth and Central Texas, Amegy is dedicated to serving Texas communities, families and businesses. Founded in 1990, Amegy has a strong tradition of relationship banking, local decision making and financial knowledge. Amegy specializes in banking businesses of all sizes, particularly family-owned businesses, and has the resources to provide financing, treasury management and other products and services that help companies grow. Equally important, the bank offers individuals and families a wide range of depository, lending, wealth management and mortgage solutions. To learn more about Amegy Bank, visit amegybank.com.

About Peoples Endurance Apparel

Inspired by Austin, Texas' vibrant culture and active lifestyle, Peoples Endurance is an endurance sports apparel brand specializing in pro-level, yet affordable, cycling and running products. Peoples Endurance aims to champion endurance sport as the cornerstone of athleticism and inspire the next generation of endurance athletes by providing accessible, high-quality apparel. The company was founded by Austin-based Elliott Teller in October 2024. Learn more at peoplesendurance.com.

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