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IronKids Alpharetta Triathlon Less Than One Month Away

On Sunday, September 12, IronKids will hold the second annual IronKids Alpharetta Triathlon, drawing youth ranging from 6 to 15 years of age. The event, taking place at Wills Park, will include five divisions: Ages 6-8, Ages 9-11, Ages 12-15, Military and Teams. The Military division will allow children of United States armed forces members to compete against each other within the three age groups. The Teams Division allows a sports team, club or school that has youth triathletes to compete as a team in the event. A trophy will be awarded to the coach of the top finishing team.

Participants ages 12-15 will begin at 7 a.m. with a swim in an outdoor pool. Athletes will then bike on closed roads and run on paved walkways and grass throughout the park. Ages 9-11 and ages 6-8 will follow on the same course.

Distances for IronKids Alpharetta vary, depending on the age of the participants:

- Ages 6 to 8: 50-yard swim, 2-mile bike and 500-yard run
- Ages 9 to 11: 150-yard swim, 4-mile bike and 1-mile run
- Ages 12 to 15: 300-yard swim, 8-mile bike and 2-mile run

Next month's event will see youth representing nearly 10 states, including more than 400 children from Georgia. One who will be competing in Alpharetta is Winter Vinecki, 11, of Salem, Ore., who founded "*Team Winter*" as a way to raise funds and awareness for prostate cancer, the disease that claimed her father's life in 2009. Last year, her efforts garnered donations of more than \$150,000 which went directly to prostate cancer research. Vinecki, who aims to encourage children to be active, serves as an IronKids ambassador and hopes to inspire other participants to support and race for a cause close to their heart.

The Alpharetta Convention and Visitors Bureau, in partnership with IronKids, is giving away **20 free entries** to this year's race along with IronKids T-shirts and hats. Register to

win at www.awesomealpharetta.com or stop by the Downtown Alpharetta Welcome Center located at 178 South Main Street. Lucky winners will be drawn on September 1, 2010. Those who have already registered and paid the entry fee may still enter to win. If their name is drawn, the registration fee will be refunded by IronKids.

All finishers will receive a commemorative medal and trophies will be awarded to the top three finishers in each age group. The top five finishers in each age group will qualify for the IronKids National Championship, taking place on Oct. 3 in St. Petersburg, Florida.



Alpharetta IronKids at the 2009 event

In addition to the race, the series offers an interactive weekend experience for the entire family. The IronKids Expo, registration and packet pick-up will take place at Wills Park on Saturday, September 11, from 11 a.m. to 4 p.m. There will be a course talk at 1 p.m. followed by a triathlon clinic, led by a USAT-certified coach, at 2 p.m. Registration and packet pick-up will re-open on race morning from 5:30 a.m. to 6:30 a.m.

“The IronKids mission is to inspire and motivate youth through sport to lead an active, positive and healthy lifestyle,” said Michelle Payette, director of IronKids. “We are excited to return to Awesome Alpharetta, which had the largest field in the 2009 IronKids National Triathlon Series with nearly 900 participants! We anticipate an increase of approximately 300 kids, making the Alpharetta race one of our largest in the U.S.”

Visitors from out of town can make a weekend of it at one of Alpharetta’s 23 upscale and modern hotels and explore all that Alpharetta has to offer in the way of family-friendly fun and entertainment. “We are excited to host the IronKids Alpharetta Triathlon again

this year,” says Janet Rodgers, President and CEO of the Alpharetta CVB. “This event has a positive economic impact on our city bringing young athletes and their families to stay in our hotels, eat in our restaurants and shop in our stores. We look forward to working with the IronKids team this year and for many years to come.”

To register for IronKids Alpharetta, volunteer or learn more, visit www.awesomealpharetta.com.

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Alpharetta Convention and Visitors Bureau

The Alpharetta Convention and Visitors Bureau serves as the destination marketing arm for the City, promoting tourism to Alpharetta, Georgia, and attracting visitors to all 23 of Alpharetta’s upscale and modern hotels. Visit www.awesomealpharetta.com for more information.