



**For Immediate Release**

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**CHALLENGED ATHLETES FOUNDATION® (CAF) PRESENTS OUR 24<sup>TH</sup> ANNUAL ASPEN MEDICAL PRODUCTS SAN DIEGO TRIATHLON CHALLENGE WEEKEND OF EVENTS AND FIRST-EVER LIVE STREAM**

*Registration is open for all athletic events to one of the most inclusive and transformational sports weekend where 200 challenged athletes of all ages and abilities and able-bodied athletes participate side-by-side.*



**SAN DIEGO, CA — September 26, 2017** – CAF is gearing up for the month of October with the arrival of its signature Southern California events, where CAF’s mission is showcased in full. The 24<sup>th</sup> annual **Aspen Medical Products San Diego Triathlon Challenge** will take place on October 22, 2017 at La Jolla Cove and participants can choose to do the entire triathlon as an individual or part of a relay team that consists of a 1-mile ocean swim, 44-mile bike and 10-mile

run on one of the most breathtaking coastal courses in the county. This one-day sports festival also features the **YMCA of San Diego County Tour de Cove Cycling Marathon, Kaiser Permanente Thrive 5K Walk Presented by Hanger Clinic, Philadelphia Insurance Kids' Run, Össur Educational Zone, and Wawanesa Family Fun Zone**. There is something for every athlete during this packed day of inspiring events.

“This day brings out the best of competitive sports. We refer to it as the **Best Day in Tri**,” said **Virginia Tinley, CAF's Executive Director**. “We expect to have 200 challenged athletes of all ages and abilities and 800 able-bodied athletes including professionals, sports legends and celebrities join for an inclusive weekend of sports and storytelling to celebrate and support our mission.” **Geoff Garth, VP of Research and Development and Clinical Research at Aspen Medical Products** remarked, “CAF is special because being around these athletes is so uplifting. Seeing the challenges these courageous kids, veterans and adults have overcome is amazingly energizing, as is their enthusiasm for living powerfully. I have to believe that whomever meets them throughout the year is inspired too; inspired to do more, to complain less, and to make the most of the life we each are given.”

To kick off the weekend on Friday, October 20th, CAF will welcome home 100 cyclists from the **Million Dollar Challenge** who will have completed a 7-day ride from San Francisco to San Diego to raise over a million dollars in support of CAF's mission. That morning, CAF will also host the **Junior Seau Foundation Adaptive Kid's Surf Clinic, presented by Cavnac and Associates** with 80 challenged athlete kids in town for the weekend and the **XTERRA Ocean Water Swim** down at La Jolla Shores.

On Friday evening, CAF hosts its annual **Celebration of Abilities Awards Dinner at Qualcomm Theater** to recognize Challenged Athletes from around the country for outstanding, trailblazing and inspirational athletic achievements in the prior year. **Nike** will receive the **Partner of the Year Award** in recognition of their 24-year commitment to CAF to further the athletic paths for adaptive athletes. “Nike believes in the power of sport to move the world, and together with CAF, we are committed to supporting athletes with physical challenges across all sports and ability levels to help them achieve their full potential. We are honored to receive this recognition, and look forward to continuing to support the CAF community with inspiration and innovation,” said **Tommy Kain, Associate Director of Nike North America Sports Marketing and member of Nike's Ability\* Network**. Additionally, CAF will honor long-time CAF Ambassador, **Willie Stewart**, with the prestigious Jim MacLaren award given to the individual who has made the greatest contribution to CAF's mission that year. Willie lost his arm when he was 18 years old due to a construction accident. Ever since, he has been a leader in the adaptive sports world and the disability inclusion conversation overall. This past summer, Stewart became the first person with a physical disability to complete the **Lifetime Fitness Leadman Challenge** consisting of 282.4 miles in a series of 5 trail running and mountain biking races across incredibly challenging terrain in the Colorado Rockies.

On Saturday, October 21, there will be a series of adaptive sports clinics that provide expert coaching and mentoring for the 200 challenged athletes from across the nation. These include the **Össur Running and Mobility Clinic Presented by CAF, Wheelchair Tennis Clinic, WCMX Clinic and Pool Swim Clinic**.

For the first time, Sunday's San Diego Triathlon Challenge will be live online at [www.CAFLive.com](http://www.CAFLive.com). Now people outside Southern California can experience the inclusive power of sports and the motivational stories that are unique to the CAF community.

These hallmark events celebrate the power of sport to transform lives, build community and change perception of what people with permanent physical disabilities can accomplish. Funds raised from these events directly support CAF's mission to provide opportunities and support to people with physical challenges, so they can pursue active lifestyles through physical fitness and competitive athletics. CAF believes involvement in sports at any level increases self-esteem, encourages independence and enhances quality of life.

Registration for these events is open. Please visit [www.challengedathletes.org](http://www.challengedathletes.org) to sign-up for the event of your choice. Or be sure to tune in from 7AM to 10AM on Sunday, October 22 to watch the live stream at [www.CAFLive.com](http://www.CAFLive.com).

Sponsors of the weekend's events include at the **title and presenting sponsor levels**: Aspen Medical Products, Össur, XTERRA Wetsuits, Converse, Nike, Ashworth Awards, Philadelphia Insurance Companies, Nytro, Lusardi Construction, DJO Global, Rudy Project, Wawanesa Insurance, Kaiser Permanente, YMCA of San Diego County, Hanger Clinic. **Platinum level sponsors**: Wells Fargo Advisors, Union Bank, Headsweats, Sycuan, Accenture, Muscle Milk, Vavi.

#### **About the Challenged Athletes Foundation**

*The Challenged Athletes Foundation® (CAF) is a world leader in helping people with physical challenges lead active, healthy lifestyles. CAF believes that participation in physical activity at any level increases self-esteem, encourages independence and enhances quality of life. Since 1994, more than \$80 million has been raised and over 18,000 funding requests from people with physical challenges in all 50 states and dozens of countries have been satisfied. Additionally, CAF's outreach efforts reach another 60,000 individuals each year. Whether it's a \$2,500 grant for a handcycle, helping underwrite a carbon fiber running foot not covered by insurance, or arranging enthusiastic encouragement from a mentor who has triumphed over a similar challenge, CAF's mission is clear: give opportunities and support to those with the desire to live active, athletic lifestyle. To learn more, visit [challengedathletes.org](http://challengedathletes.org) or call 858-866-0959.*

#### **About Aspen Medical Products**

*Aspen Medical Products is a leader in the design, development and marketing of upper and lower spinal orthotics. The Company is headquartered in Irvine, Calif. and has local sales representatives throughout the United States as well as representation worldwide. For more than 30 years, the management team and employees at Aspen have introduced a continuous flow of pioneering spinal bracing products and services to the healthcare marketplace. For more information, visit us online at [www.AspenMP.com](http://www.AspenMP.com).*

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