



2016 ASPEN MEDICAL PRODUCTS SAN DIEGO TRIATHLON CHALLENGE (SDTC) October 20-23rd Sponsor Recap

#BestDayInTri

The Impact

23 years strong changing lives
220 challenged athlete participants
975 able-bodied participants
5,000+ spectators
\$1+ million raised
275,147,127 media reach
\$3.2 million media value

[View full SDTC Media Report](#)

Athletes, supporters, fundraisers, and over 60 sponsors celebrated the 23rd annual **Aspen Medical Products San Diego Triathlon Challenge (SDTC)**. The funds raised will provide over 600 new grants for adaptive equipment, running prosthetics, coaching, mentoring, and competition expenses for new grantees.

[CLICK THIS LINK TO SEE THE 2016 SDTC HIGHLIGHT VIDEO!!](#)



Resource Night & Forum for Parents

With the longtime continued support of 2015 Jim McLaren Award winner, John Campbell of the **La Jolla Beach and Tennis Club**, 49 families were welcomed to San Diego the first night for a family dinner and educational parents panel. This unique evening provides families and kids to connect with others that have similar physical challenges. Parents hear from a resource panel of accomplished Paralympic athletes, coaches, and parents who answer questions firsthand and provide knowledge on what they know about raising kids with physical challenges.

Junior Seau Foundation Adaptive Surf Program Kid's Clinic sponsored by Cavignac & Associates & XTERRA Open Water Swim Clinics

Our largest turnout yet in the surf! 60 challenged athlete kids from all around the U.S. experienced the 'stoke' of surfing while 22 others got a sneak peek at the new SDTC swim during the open water swim clinic, all supported by 65 wonderful volunteers.

[View full JSF Clinic Recap here.](#)

[More Photos from SDTC Clinics Here](#)





2016 SPONSOR RECAP ASPEN MEDICAL PRODUCTS DIEGO TRIATHLON CHALLENGE (SDTC) Weekend Highlights #BestDayInTri

Mazda Foundation Million Dollar Challenge Ride-In & Family Picnic

Families, friends and challenged athletes welcomed the 125 riders (right) finishing their last leg of this 620 mile iconic ride down the coast at La Jolla Shores to celebrate \$1.5 million dollars raised by this event. Thanks to our sponsors and supporters from **SKLZ** who entertained kids and guests at the picnic with fun activities!



Celebration of Abilities Dinner

CAF's annual award and appreciation dinner was held at the Qualcomm Theatre where over 850 supporters and athletes joined for a night of inspiration. CAF recognized **5 of the 124 CAF-supported athletes at the Rio Paralympics**, alongside Jim McLaren Award winner the **Junior Seau Foundation**, Trailblazer **Jami Marseilles**, and top contributors to CAF's mission. [View photos from the evening here.](#)



Catch a Rising Star Clinics

Five impactful clinics were held on Saturday: the **Össur Running and Mobility Clinic presented by CAF** (102 amputees including 44 first-time participants), Pool Swim Clinic (24 participants), Wheelchair Tennis and Boccia Clinic (24 participants) and a Tandem Cycling Clinic (19 participants). With the guidance of expert coaches and seasoned mentors, challenged athletes of all ages were able to exceed their own expectations in a fun, comfortable atmosphere!

Aspen Medical Products San Diego Triathlon Challenge

The morning started with our moving *Parade of Athletes* followed by a special grant presentation to 3 challenged athletes from Robin Williams' family (below right). Over 1,200 athletes then participated in all or as a relay in the challenge distance triathlon, **YMCA of San Diego County Tour de Cove** and **Kaiser Permanente Thrive 5k Walk presented by Hanger Clinic**. The **lululemon Kid's Stretch** and **Philadelphia Insurance Kids Run** (below) stole the show with over 70 challenged athlete kids participating!





2016 SPONSOR RECAP ASPEN MEDICAL PRODUCTS DIEGO TRIATHLON CHALLENGE (SDTC) Select Sponsor Photos

#BestDayInTri



- 1) Aspen Medical Products' team in full force before the 10 mile run.
- 2) Warming up with the lululemon Kid's Stretch
- 3) Lusardi Construction team is outgrowing the main stage
- 4) Converse team showing their support for SDTC runners.
- 5) Össur athlete Mike Coots out of the water first in his XTERRA wetsuit.
- 6) Participants and athletes were highly-decorated with custom Ashworth Awards medals and stylish with matching Converse sneakers and Nike gear.
- 7) Bill Walton photobombing Team Eastridge at the Wawanesa Selfie Station.



[More SDTC photos here](#)



#BESTDAYINTRI

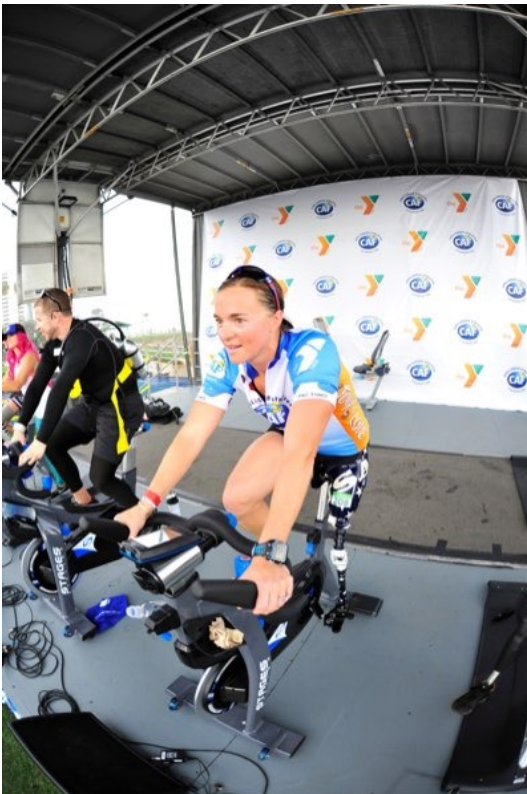
TRENDING COURTESY OF:





2016 SPONSOR RECAP YMCA OF SAN DIEGO COUNTY TOUR DE COVE Event Highlights

4.5 hours of cycling
49 challenged athletes
195 cyclists
\$91,375 raised!



- 1) Getting the TDC crowd fired up!
- 2) Champion rider and **Team PHLX** member Wendi Corbin back again.
- 3) Stylish sea cyclists in their Tour de Cove jerseys.
- 4) Paralympian **Melissa Stockwell** leading the TDC crowd.
- 5) The **YMCA of San Diego County** team welcoming the crowds to Tour de Cove.

[2016 TDC Photo Album](#)



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KAISER PERMANENTE THRIVE 5K WALK PRESENTED BY HANGER CLINIC

Event Highlights

348 walkers
20 challenged athletes
\$13,405 raised

KAISER PERMANENTE. Thrive 5K FITNESS WALK

Presented by:  **Hanger**
CLINIC
Empowering Human Potential



GoShiggyGo.Com



- 1) Team **DJO Global** leading the first 5K wave.
- 2) Eyes on the prize - a 5K finisher's medal from **Ashworth Awards!**
- 3) **CAF**, **Kaiser Permanente**, and **Hanger Clinic** joining together to share the importance of a healthy, active lifestyle for all.
- 4) A super bunch from the **Hanger Clinic** team.





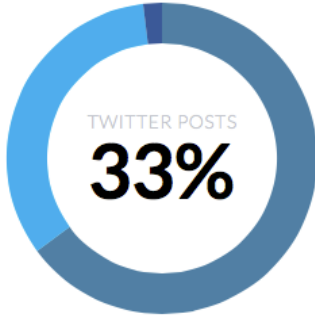
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ASPEN MEDICAL PRODUCTS DIEGO TRIATHLON CHALLENGE (SDTC)

Key Social Stats and Influencers

#BestDayInTri

POSTS BY NETWORK



899 posts (Instagram) 460 posts (Twitter)
27 posts (Facebook)

35.24 M

TOTAL IMPRESSIONS

1.39 K

TOTAL POSTS

1.36 K

POSTS APPROVED

Total Impressions (all channels): 35.24 million

#BestDayInTri Posts: 1,386

New follower growth: 2,131 across all platforms during #bestdayintr

#TeamCAF brand impressions: 42 million

INFLUENTIAL CONTRIBUTORS

- ConanOBrien**
22.04 M followers
- lancearmstrong**
3.81 M followers
- CNNMoney**
1.65 M followers
- zeldawilliams**
250.25 K followers
- zeldawilliams**
156.8 K followers
- 10News**
118.14 K followers
- mikecoots**
101.82 K followers
- HyattConcierge**
83.59 K followers
- kurtyaeger**
75.41 K followers
- doordie**
53.04 K followers

OUTSPOKEN CONTRIBUTORS

- CAFoundation**
12.69 K followers 111 posts
- k_grom_06**
4.41 K followers 45 posts
- cafoundation**
16.15 K followers 41 posts
- josh_brass**
2.77 K followers 30 posts
- owavesco**
742 followers 28 posts
- Challenged Athletes Foundation**
27 posts
- CrusePhoto**
13.2 K followers 26 posts
- schwarzeginger**
4.46 K followers 26 posts
- gliderking**
511 followers 20 posts
- gliderking**
484 followers 19 posts



2016 SPONSOR RECAP ASPEN MEDICAL PRODUCTS DIEGO TRIATHLON CHALLENGE (SDTC) Social Media Top Posts

#BestDayInTri

You Retweeted
Will Reeve @ReeveWill · Oct 23
 An honor and privilege to run a quick 10 for @CAFoundation on the #BestDayInTri in La Jolla. Quite the bib number. No pressure...



12 68

Challenged Athletes Foundation shared Össur's live video.

Published by Michelle Spacciopoli [?] · October 23 at 1:59pm ·

It was truly the #BestDayInTri! #TeamCAF



145,280 Views

Össur was live.

October 23 at 9:56am ·

On your mark, get set...

24,365 people reached

Boost Post

Like Comment Share

679

Chronological

Verizon 11:03 AM 83%

Photo

cafoundation



Heart Comment Share

onelegmeg, karlee_miller_ and 619 others

cafoundation A smile that lights up this world! Thank you to Össur for providing hundreds of these at the Össur Running and Mobility Clinic today as part of the #BestDayInTri weekend! @ossurcorp

Home Search Camera Heart CAF



Challenged Athletes Foundation

Published by Michelle Spacciopoli [?]

Like the Page · November 2 ·

A family boating trip to Beer Can Island turned tragic when the boat exploded May 9, 2009, claiming Mike Atherton's leg and his left arm and injuring several other relatives including his wife, mother-in-law and father-in-law. After months at Tampa General Hospital, Atherton, 33, a lifelong competitive skier, in-liner and father of two, wasn't sure what his future would look like.

At #BestDayInTri this year, Össur and RC Baker Foundation granted him two Össur Free-Run feet and a Cheetah knee. Here he is trying the new gear out - a bright future ahead! #TeamCAF

Top Photo Add Location Edit

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308 Chronological

34 shares 12 Comments

See 6 more comments

Sandy Hovess McAlary It was a pleasure to meet Mike at #SDTC this year!

Like Reply Message · November 2 at 10:03pm

Great work! Way to go! Mike never give up!

Like Reply Message · November 2 at 10:03pm

Excite Hill Hey Challenged Athletes Foundation's like

BUY JERSEY NOW!

Write a comment ·



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