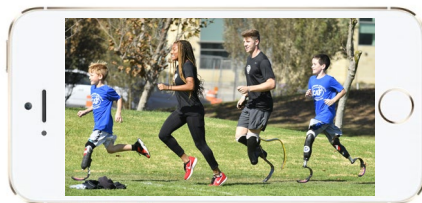


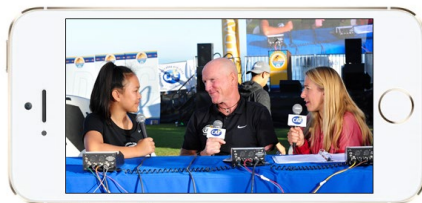


TUNE IN **LIVE** FOR MORE SPORTS, MORE COMMUNITY, MORE IMPACT

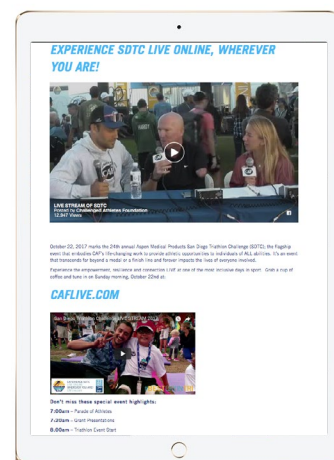
The Live Stream experience of the Aspen Medical Products San Diego Triathlon Challenge captures all the action real time with 200 challenged athletes and 700 able-bodied athletes participating side-by-side throughout a multi-sport day. The show is hosted by accomplished CAF athletes that provide live feeds of the most incredible athletes and their stories of passion, empowerment and revival.



Watch the Promo Video
Click [here](#) to watch the Live Stream Promo video.



Watch the Recap
Click [here](#) to see a recap of the 2017 Live Stream.



Promotion Page
Click [here](#) to see marketing promotion.

Participating Channels:



2017 Live Stream Recap:

- **We reached:**
 - 75K people
 - 12,000 Video Views
 - 1,250 Reactions
 - 144 Shares
 - Organic promotion only. No media partner and no paid traffic
- **Metrics from the Main Stage:**
 - 7 AM Facebook Post promoting the Live Stream Video
 - 16,841 Total Minutes Viewed
 - :34 minutes Video Average Watch Time
- **National Anthem post hit 2K video views and 6,600 in organic reach in just 22 hours**

