



ASPEN MEDICAL PRODUCTS SAN DIEGO TRIATHLON CHALLENGE 2018 MEDIA GUIDE

October 19 – 21, 2018 • La Jolla Cove, California





CELEBRATING CAF'S 25TH ANNIVERSARY

October 19 – 21, 2018

Twenty-five years ago, three friends came together to create a fundraising event in order to help one athlete, Jim MacLaren, who became a quadriplegic following a tragic accident while competing in a triathlon. This event has since become known as the San Diego Triathlon Challenge (SDTC). The support for Jim MacLaren at the first SDTC in 1994 revealed a greater need in our society. Since then CAF has been committed to breaking the financial barrier that individuals with physical challenges face to participate in sports and live a healthy and active lifestyle. CAF has raised \$100 million and given out over 23,000 individual grants for adaptive sports equipment, training, and competition expenses.

A MESSAGE FROM VIRGINIA TINLEY, CAF CHIEF EXECUTIVE DIRECTOR:

“We started 25 years ago with a humble vision to help one injured friend, Jim MacLaren,” says Virginia Tinley, Chief Executive Director. “With the passion and dedication of supporters and Challenged Athletes alike, we started a movement where Challenged Athletes have changed perceptions and taught us all what we can overcome with strength, perseverance and community support. I’m proud that CAF has been a major source of that support by providing 23,000 individual grants worldwide across 95 different sports to get individuals with physical challenges back into the game of life.”

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25TH ANNIVERSARY CELEBRATION WEEKEND

(all media invited to attend)

Over the past two decades the San Diego Triathlon Challenge has grown into a weekend of celebration, including adaptive sports clinics, Celebration of Abilities and competition for all. This one-of-a-kind weekend brings together athletes from around the world in one of the largest inclusive athletic events. For the 25th anniversary, it's going to be bigger and better than ever!

■ Friday, Oct 19, 2018

Junior Seau Foundation Adaptive Surf Program Kids Clinic presented by Cavnac & Associates

Individuals of all ages and abilities learning adaptive surfing skills from specialized coaches.

■ Friday, Oct 19, 2018 — XTERRA Wetsuits Open Water Swim Clinic

■ Friday, Oct 19, 2018 — Million Dollar Challenge Ride-In

After cycling 630 miles down the coast of California and raising over \$1 million for CAF, cyclists ride into La Jolla Cove to be greeted by hundreds, including challenged athlete grant recipients, many of whom are kids. The kids thank the supporters for cycling to raise money.

[Learn more about Million Dollar Challenge](#)

■ Friday, Oct 19, 2018 — Celebration of Abilities Award Dinner

An evening celebrating the extraordinary heart and performance of CAF athletes throughout the year. Examples of awards given are: most inspirational, trailblazer, exceptional athletic performance.

[Learn more from last year's event](#)

■ Saturday, Oct 20, 2018 — Adaptive Sports Clinics

A day for individuals of all ages to participate in adaptive sports. Sport clinics featured are Össur Running & Mobility, Wheelchair Tennis, Adaptive Swimming, and Wheelchair Skateboarding (WCMX).

■ Sunday, Oct 21, 2018

25th Anniversary Aspen Medical Products San Diego Triathlon Challenge

An unforgettable sports festival including a triathlon (1-mile swim, 44-mile bike, 10-mile run), 5K walk, 5-mile run, 90-min yoga, and a kids run for CAF youth athletes. [Learn more.](#)



THE 25TH ANNUAL ASPEN MEDICAL PRODUCTS SAN DIEGO TRIATHLON CHALLENGE

More Sports. More Community. More Impact.

OCTOBER 21, 2018 | LA JOLLA COVE, CALIFORNIA

This year's Aspen Medical Products San Diego Triathlon Challenge will be better than ever celebrating Challenged Athletes Foundation (CAF) 25th Anniversary. There is something for everyone at this unforgettable sports weekend. More than a triathlon, it's an opportunity for people of all ages, levels, and abilities to come together as a community in one of the most scenic settings in the world, La Jolla Cove. Participation in the event benefits CAF and its mission to provide individuals with physical challenges access to sports and an active lifestyle.

HIGHLIGHTS OF THE DAY:

- 200 athletes with physical disabilities and over 600 able-bodied participants competing side by side in an Olympic distance triathlon
- Challenged Athletes Kids Sprint with over 75 kids
- Special recognition for Challenged Athletes and Top Fundraisers
- Over 5,000 spectators and volunteers
- Live stream of the event on www.caflive.com, on Facebook, and through Triathlete Magazine online.

EVENTS:

- Triathlon: 1-mile swim, 44-mile bike, 10-mile run. Participate individually or as a relay!
- Stationary Cycling Marathon: 4.5-hour YMCA of San Diego County Tour de Cove. Individuals can choose to participate in a relay
- 5-mile Run: a run through beautiful La Jolla
- 5K Fitness Walk
- Philadelphia Insurance Kid's Run: highlight-of-the-day sprint for challenged athlete kids
- 90-minute Kaiser Permanente THRIVE Yoga by the Sea: led by popular yogi Katie B. Happy



MEDIA TIMELINE

Media check-in begins at 6:30

6:30 am	Race Check in	9:45 am	Kids Stretch
7:00 am	Parade of Athletes	10:00 am	Philadelphia Insurance Challenged Athletes Kids Sprint and Run
7:40 am	National Anthem		
8:00 am	Swim Start	11:00 – 12:30 pm	Kaiser Permanente Thrive Yoga by the Sea
8:15 am	Bike Start for relay, handcyclists	11:15 am	5K Fitness Walk
8:20 am	First Swimmers coming out of the water	12:30 – 12:45 pm	YMCA of San Diego Tour de Cove Grant Presentation
9:00 am – 1:00 pm	YMCA of San Diego County Tour de Cove	1:00 pm	Closing Ceremony with music
9:30 am	Wheelchairs depart on Wheelchair Course	4:00 pm	Course Official closes

LIVE STREAM

Tune in live to CAFLIVE.ORG at 7 am on Oct. 21st
Hosted by accomplished CAF athletes, the live stream captures in real time the incredible participants and their stories of passion, empowerment and revival. [Check out last year's first live stream ever](#)

SPONSORS AND PARTNERS OF THE DAY

TITLE SPONSOR		GLOBAL PROSTHETICS PARTNER		OFFICIAL APPAREL SPONSOR		OFFICIAL SNEAKER SPONSOR		TOUR DE COVE TITLE PARTNER	
OFFICIAL WETSUIT SPONSOR		OFFICIAL AWARDS SPONSOR		OFFICIAL KIDS RUN SPONSOR		PRESENTING SPONSOR		OFFICIAL PARKING & TRANSPORTATION SPONSOR	
YOGA TITLE SPONSOR		OFFICIAL BIKE SPONSOR		OFFICIAL HELMET & SUNGLASSES SPONSOR		OFFICIAL BEER SPONSOR		OFFICIAL COFFEE SPONSOR	
PLATINUM SPONSORS									
GOLD SPONSORS					SILVER SPONSORS				

HISTORICAL TIMELINE OF SAN DIEGO TRIATHLON CHALLENGE

1994 – From One Came Many

The first triathlon event is created to help raise funds for quadriplegic triathlete Jim MacLaren and raises \$49,000.

1995 – The Need Grows

The first all-challenged athlete relay team competes at SDTC and more challenged athletes seek support and gain mentorship from CAF.

1997 – A Run for the Next Generation

The first Challenged Athletes Kid's Sprint at the San Diego Triathlon Challenge is organized so one boy could participate. Now, hundreds of kids of all abilities participate, making it the highlight of the event!

1998 – Robin Williams Takes CAF to a New Level

Robin Williams makes his first SDTC appearance and participates on "Team Braveheart" with Rudy Garcia-Tolson and Scott Tinley. He continued to participate for ten more years, bringing media and attention that significantly helped CAF and its mission.

2002 – The Stars Among Us

SDTC attracts celebrities and pro-athletes from around the world, including Jim Carrey, Will Ferrell, Bill Walton, Robin Williams, Dick Enberg, IRONMAN Champions, and more.

2010 – The Best Day In Triathlon

A record number of participants take part in the most successful SDTC to date, helping CAF reach fundraising milestone of \$5 million in one year.

2010 – His Legacy Lives On

Jim MacLaren (1963-2010) passes away, leaving a legacy that will carry on through the mission of CAF.

2017 – Going Live Worldwide

San Diego Triathlon Challenge streamed live on CAFlive.com and on Facebook, reaching audiences worldwide for the first time ever.



First All-Challenged Athlete Relay Team



Robin Williams was an 11-time participant of SDTC



Kid's Run at 2010 SDTC



SOME OF THE ATHLETES ATTENDING

SARAH REINERSTEN

A former Paralympic Track Athlete and first amputee woman to complete IRONMAN Kona, she has served as motivation for countless athletes by demonstrating what she could accomplish in spite of being born with a bone growth disorder. Sarah has won accolades for the USOC and ESPN Best Female Athlete with a Disability (in 1991 and 2006 respectively), as well as been named USAT Best Physically Challenged Triathlete of the Year in 2006. Sarah has also been featured on the cover of Runner's World among numerous other publications, including ESPN's The Body Issue. Her most recent accomplishment includes the World Marathon Challenge (7 marathons, 7 continents, 7 days), and she will again take on the IRONMAN World Championship this year.



BREEZY BOCHENEK

At ten years old, Breezy was diagnosed with Osteosarcoma, an aggressive form of bone cancer on her left thigh, and would need to amputate her leg above the knee to save her life. Breezy was given hope after meeting CAF spokesperson and amputee athlete, Sarah Reinersten. "She was the first woman with a prosthetic to complete a full Ironman; maybe I'll be the youngest." Breezy has competed in several triathlons, including the Wildflower triathlon as well as the San Diego Triathlon Challenge. Breezy trains doing CrossFit 3-4 times a week and is preparing to enter and finish her first IRONMAN Triathlon when she is 18. Breezy has also attended CAF's Junior Seau Foundation Youth Adaptive Surf camp as well as multiple clinics.



SCOUT BASSETT

Scout was found by a Chinese orphanage after a fire took her right leg, leaving her an above-knee amputee. At the age of seven, she was adopted and brought to the United States. Scout's prosthetist encouraged her to go to an adaptive track meet where she learned about CAF. Scout won CAF's 2016 Most Inspirational Athlete award and serves as a mentor for youth. She is a Nike running athlete, Paralympian, and speaker. After her first grant for a running leg, Scout started running seriously. She eventually qualified for her first World Championships in 2013 and eventually the 2016 Rio Paralympic Games. Scout won her first medal in international competition in 2017 during World Championships in London.



RODERICK SEWELL

Paralympic Swimmer Roderick Sewell never dreamed of playing sports and being active as a kid. He and his mom were just fighting to live. Born without a father in the picture, and missing both tibias, Roderick and his mom were homeless for five years after she quit her job to get unemployment—a way to pay for Roderick's prosthetics to walk. It wasn't until Roderick met someone from the Challenged Athletes Foundation did he realize that sports were a possibility for him. Through CAF, Roderick met Rudy Garcia-Tolson, a fellow bilateral above-knee amputee. Friendship and support quickly formed through solidarity and Roderick found himself following Rudy onto the track then eventually into the water. Today, Roderick is a member of the U.S. Paralympic swim team — and a gold medalist.



WILLIE STEWART

In 1980, a construction accident resulted in the loss of Willie's arm. Willie is the first challenged athlete to complete the Leadman Challenge. His sport resume also includes winning the Catalina Marathon overall, completing the IRONMAN and Xterra world championships, and a Paralympic medal in cross country skiing. Willie is also a 15-time Escape from Alcatraz Triathlon finisher and current course record holder, and two-time finisher of the grueling HURT 100 mile run in Honolulu.



RUDY GARCIA-TOLSON

Due to a rare birth defect, Rudy elected to amputate both legs above the knee at the age of five for a chance to have greater mobility. Rudy immediately began swimming and running, and at age 15, he won his first Gold medal in the Paralympic Games as a swimmer. Rudy has been to every summer Paralympic Games since 2004 and medaled at all four games. He is a spokesperson for CAF and mentors younger athletes who are joining the world of adaptive swim.



ABOUT CAF

The Challenged Athletes Foundation (CAF) supports individuals with physical challenges by providing access to sports and an active lifestyle. In the last 25 years, CAF has given 23,000 individual grants and raised over 100 million dollars to go towards adaptive sports equipment, training, and competition expenses. CAF's grant program supports individuals of all ages and of all levels of physical abilities: young athletes, Paralympic hopefuls, wounded veterans, active individuals, and weekend race warriors. In 2018, CAF distributed grants across 95 different sports in 48 states and 40 countries.

HOW CAF SUPPORTS:

- Grants to individuals for sport related expenses not covered by insurance – adaptive sports equipment like prosthetic running feet, handcycles and sport wheelchairs. Travel, training and competition expenses.
- Camps & clinics for athletes with physical challenges – running & mobility, para-triathlon, swimming, adaptive cycling, wheelchair basketball, sitting volleyball and more.
- Support for wounded veterans and first responders through Operation Rebound.
- Mentorship & community to empower individuals, strengthen communities and create new opportunities for all.

THE MISSION OF THE CHALLENGED ATHLETES FOUNDATION

To provide opportunities and support to people with physical challenges so they can pursue active lifestyles through physical fitness and competitive athletics. We believe that involvement in sports at any level increases self-esteem, encourages independence, and enhances quality of life.

VISION

To be the world leader in supporting people with physical challenges by providing opportunity and access to sports and physical activity.



MEDIA DOWNLOAD PAGE

IMAGES OF SDTC:

<https://www.dropbox.com/sh/35hqdh8dom4py7o/AACYTSspe0mCuuc7fzIDnFGja?dl=0>



VIDEOS/ BROLL OF SDTC:

<https://www.dropbox.com/sh/54htey4tc7dylr1/AAB5425Wsl1zYI9EABd47EhFa?dl=0>



SDTC IN THE NEWS:

<https://www.dropbox.com/sh/wl99sghb9n2eapw/AACAd5Fgy-B1jxWpEJOBj28sa?dl=0>

IDEAS FOR SOCIAL POSTS



Join @cafoundation Oct. 21st for the 25th anniversary celebration of the Aspen Medical Products San Diego Triathlon Challenge. It's going to be better than ever. More sports. More Community. More Impact. Register today!
<http://bit.ly/25SDTC>
#bestdayintri



Be inspired and support athletes with physical challenges at the #BestDayInTri with @CAFoundation on 10/21. Register <http://bit.ly/25SDTC>



The 25th #bestdayintri is almost here! More than a tri, it's an unforgettable sports weekend including athletes of ALL abilities. This year's 25th celebration is going to be better than ever. Find out why it's called the #bestdayintri — <http://bit.ly/25SDTC>



Be a part of @cafoundation biggest event of the year, the community fundraiser that gave them their start 25 years ago – the Aspen Medical Products San Diego Triathlon Challenge (SDTC). There is something for everyone at this unforgettable sports festival. #bestdayintri. Register <http://bit.ly/25SDTC>

LIVE STREAM:

Watch the incredible moments of the #bestdayintri live from wherever you are! Tune in from 7 - 10am PDT on Oct. 21st on caflive.com, Facebook (@CAForg) and on Triathlete Magazine online.



25 YEARS



challengedathletes.org | [@CAFoundation](https://twitter.com/CAFoundation) | [#TeamCAF](https://www.instagram.com/TeamCAF)

