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Jenna Helton  
714-978-1528  
[jenna@PacificSportsLLC.com](mailto:jenna@PacificSportsLLC.com)

## 25 Years of Success, the Cleveland Triathlon

*CLEVELAND, OH* – 2011 marks the 25<sup>th</sup> Anniversary of the Cleveland Triathlon and the 25<sup>th</sup> year with Pacific Sports at the helm. Triathletes will swim, bike and run to help raise money for the United Cerebral Palsy of Greater Cleveland for its 4<sup>th</sup> year of partnership. Over the years, Pacific Sports LLC has helped UCP of Greater Cleveland raise over \$500,000 and counting. In 2008 the race started with 65 Team UCP participants and 50 volunteers, for 2011 there will be a projected over 400 participants and 150-200 volunteers.

Beth Lucas, Director of Development for United Cerebral Palsy of Greater Cleveland says, “We are excited to showcase to the community what CAN be done when you work together as a team. Our families honor their children by pushing themselves to the limit athletically like their kids do in therapy to do the things we take for granted,” she continues, “Pacific Sports has not only allowed us to raise money, but also to raise critical awareness about our programming and individuals with disabilities.” You can see the Team UCP story and fundraising efforts at: [www.active.com/donate/teamucp2011](http://www.active.com/donate/teamucp2011).

Pacific Sports is happy to be working with Life Time Fitness again as the Cleveland Triathlon’s presenting sponsor. Life Time Fitness, a nationwide chain of fitness clubs, and is also currently the title sponsor of the Life Time Fitness Triathlon Series – Race to the Toyota Cup, the Championship of U.S. triathlons. Life Time Fitness has a mission, “We’re here to provide an educational, entertaining, friendly and inviting, functional and innovative experience of uncompromising quality that meets the health and fitness needs of the entire family.” Life Time Fitness wants everyone to have a healthy way of living. They understand the need for diversity in training, which is a perfect match for the Cleveland Triathlon. If you’ve never ran a triathlon before Cleveland offers you a super sprint triathlon, which is the very, very beginners triathlon.

The Cleveland Triathlon features three different race distances, Olympic, Sprint and Super Sprint, so athletes of all levels are able to compete. All athletes start with a swim in the North Coast Harbor before transitioning to a bike ride along the Memorial Shoreway. From here, triathletes will put on their running shoes and finish their race with a run through Downtown Cleveland, passing Browns Stadium and the Rock & Roll Hall of Fame.



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Downtown Cleveland has been home to the Cleveland Triathlon for the past 25 years. It has held the US Professional Championship, World Cup Championship, and the Triathlon of Champions. Every August the Cleveland Triathlon draws athletes from newbie to all-star to this five-time All American City and each year has seen professional triathletes swim, bike and run through the streets of downtown Cleveland as part of this event. It all started in 1987 as the National City Corporation Triathlon, which ended up a bike when the swim portion was cancelled due to high waves. Paula Newby-Fraser and Mac Martin were the top finishers that first year and Paula returned in 1989 to win another National City Triathlon. In 1996, downtown Cleveland saw the National City Triathlon World Cup Championship take place with Jackie Gallagher and Simon Lessing winning the World Championship. Since then, it hasn't been uncommon to see triathlon all-stars Karen Smyers, Barb Lindquist, Evelyn Williamson, Mike Pigg, Chris McCormack, and Dan Casey race through the streets of Cleveland. They have all been a part of the history in Cleveland, adding to the atmosphere of the event and, of course, joining in on the festivities.

**Pacific Sports LLC** is a premier sports consultation firm, specializing in event production, management, and corporate sports marketing development. Having produced over 300 sport events in the United States, including the 1996 Triathlon World Championships and 12 U.S. Championships, Pacific Sports LLC is dedicated to the creation, development and management of participant and endurance sports including those of running, swimming, and cycling.

Pacific Sports was a founder of the LifeTime Fitness Series comprising the major championships at the Olympic Distance in the United States; the firm operates the Kaiser Permanente Los Angeles Triathlon presented by Herbalife, Catalina Marathon (named the #1 Trail Marathon by Runner's World), Toyota U.S. Open Triathlon, Rose Bowl Half Marathon, Newport Beach Triathlon (oldest triathlon in the United States), Long Beach Triathlon, Buffalo Run Half Marathon, Santa Catalina Triathlon, Amgen Tour of California's L'Etape du California, and the Cleveland Triathlon. Pacific Sports served as Executive Producer for the Dow Live Earth Run for Water that took place in over 100 cities worldwide, including events directly produced by the firm in Brooklyn and Los Angeles.

Pacific Sports is a Delaware based Limited Liability Company with offices in Anaheim, California. The firm was founded in 1983.