



JUST TRI IT!

PHILADELPHIA TRIATHLON SCENE



By: Steve Brown

Each issue, PhillyFIT Magazine takes a look at the local triathlon and multisport scene, providing our readers with news, features, product reviews, as well previews of great area racing and training. In this issue ...

PIRANHA SPORTS PICKS UP PATRIOT'S RACE

Delaware based Piranha Sports, in conjunction with Tri-State Multisport Association and High Road Cycles, has taken over the management of the Patriot's Triathlon at Evergreen Lake Park, in Bath, Pennsylvania. This sprint race consisting of a 650 meter swim, a 24 kilometer bike, and a 5 kilometer run was previously run by Tri-State Multisport Association and has been a fall favorite for a few years. Adding the strength, support, and backing of Piranha Sports will quickly bolster this little gem into an "A race". Race date is set for September 17th, 2006. Complete details and registration info can be found by visiting www.piranha-sports.com

RUDY PROJECT LAUNCHES "SHOW US YOUR RUDY'S" CAMPAIGN

Rudy Project Technically Cool Eyewear announced the launch of the "Show Us Your Rudy's" campaign designed to showcase photographs on the Rudy Project homepage of loyal Rudy Project consumers, athletes and weekend warriors wearing their Rudy's.

"Triathletes are the lifeblood of our company and we want to honor everyone who loves Rudy," mentions Paul Craig, Rudy Project president. "We are excited to highlight outstanding photographs and testimonials on our home page. Show us that you are the face of Rudy Project."

Consumers are encouraged to submit their photos featuring their favorite Rudy Project sunglass, helmet or goggle, a testimonial including full name (and indication whether or not to use name), city and state. Photos with excellent product representation will be considered, and the best selections will post to our "random image gallery" on the home page at www.rudyprojectusa.com.

For more details and additional directions, please visit: www.rudyprojectusa.com/contests/showyour-rudy.htm

USAT AND IRONMAN PARTNER AGAIN

USA Triathlon CEO Skip Gilbert and World Triathlon Corporation President and CEO Ben Fertic met recently to resolve the issues that had separated these two organizations for the majority of 2005. Based on the International Triathlon Union "Athlete's First" creed which is relevant to all those associated with the sport of triathlon, WTC and USAT have committed to forge a long-term partnership reigniting their collective energy on growth of the sport, their respective brands, and their relationship with the multi-sport athlete. Beginning in May, all WTC-affiliated races will receive a USAT sanction. "We are pleased that a resolution has been reached and we are excited to begin moving forward as a unified front and providing our athletes the best services possible," said Fertic. For the tens of thousands of athletes who compete in USAT and WTC races, this agreement could not have happened quickly enough. While WTC sanctioning won't officially begin until May, USAT will support the athlete community by providing rankings for all 2006 WTC races. USAT will soon release further information about annual memberships and the integration into the Ironman events.

STONE HARBOR TRIATHLON EXPERIENCE THE MAGIC

For eight years now, the quaint Southern New Jersey beach town of Stone Harbor has played host to one of the best races in the area - The Stone Harbor Sprint Triathlon. Cruise up and down the South Jersey coast and you will find a race on almost any given weekend. Some very good races in places such as Marlton Lakes, Wildwood, Avalon, Mays Landing, Bridgeton and Brigantine just to name a few. All are very good races staged and managed by some of the best in the business.

But what makes Stone Harbor, held each year on the third Sunday in July, just a little different than the rest? Let's take a look at the race itself. Stone Harbor, or "SH" as she is known to many, begins with a quarter mile swim in the lagoon of the Stone Harbor Yacht Club. This provides a safe and contained open water swim for those apprehensive first timers and an aqua



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super highway for the more experienced triathletes. It also provides a very spectator friendly environment as the swimmers essentially encircle a giant fish tank.

After exiting the swim, athletes make their way to the transition area which is set up throughout the Yacht Club's parking lot. They then head out onto the street for a three loop fast and flat bike course.

Athletes then enter transition again and head back out for an out and back scamper on the ocean block of town. Sounds pretty basic right? It is basic. It's the same basic layout and formula that works very well for many sprint races in the area. Except for perhaps the fact that following the race, competitors are invited inside the plush yacht club and treated to an extensive Sunday Style Brunch (sliced ham, eggs, fruit, oatmeal, etc.) catered by the Stone Harbor Yacht Club kitchen and made available to all competitors and their families.

There is something about SH, something that caused this race to sell out in five days in 2006, and in ten days in 2005. It's the same something that keeps reeling veterans back year after year and the same something that attracts newbies in droves. Since the inception of the race, the Stone Harbor Volunteer Fire and Rescue Squads have been the primary charitable beneficiary of the Stone Harbor Triathlon due to their significant race day support roles. Others, groups such as the Stone Harbor Police, Stone Harbor Recreational Department, and Stone Harbor Lifeguards play extremely valuable race day roles as well.

This year, Race Director Rob Hicks, identified yet another way of using the popularity of the Stone Harbor Triathlon as a way of making a difference in the community. Due to so many athletes being closed out of the race, Rob decided to auction off ten additional entry spots to the highest bidders and created a scholarship fund with all of the proceeds. As a proud graduate himself of the small Stone Harbor Elementary School, Rob has created a foundation that will fund an annual Scholarship for a Stone Harbor

Elementary School graduate later matriculating to a four-year college or university. All monies generated from these ten auction spots plus a personal contribution of his own will fund the Stone Harbor Triathlon Scholarship, which will benefit a Stone Harbor community youth each year. With pre-registration fees for the 2006 event of \$65.00, the ten auction spots garnered nearly \$3,000.00 towards the scholarship cause. Rob Hicks is hoping to fund a \$5,000.00 annual grant.

Interested in experiencing the magic of SH for yourself? On-line registration opens each year beginning Memorial Day weekend on www.compuscore.com, but act fast. Should anyone miss signing up for this hot ticket be sure to inquire about one of the auction slots.

HOT PRODUCT - ENDURANCE FILMS

Endurance Films, LLC is a full service digital production company focusing on the production and worldwide distribution of endurance and extreme sports video entertainment. Endurance Films is quickly becoming recognized as the leading producer of sports instructional and training videos catering to the multisport market. Visit their complete product line at www.endurance-films.com



PhillyFIT Magazine contributor Stephen Brown is a Philadelphia area age group triathlete. Brown also writes and serves as Editor in Chief of the triathlon publication TransitionTimes.com. In a racing career spanning nearly twenty years, Brown has racked up countless races of all distances from sprint to Ironman. He also often uses his racing as a platform to raise funds and awareness for significant charitable causes. He can be reached at stephenbrown@phillyfitmagazine.com.