



FOR IMMEDIATE RELEASE

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Kids Triathlon helps Keep Kids Active!

Woodland to host 8th Annual California Kids Triathlon in an effort to help promote area fitness

Woodland, CA – Sunday, August 9th marks the eighth annual California Kids Triathlon (CKT). This nationally-renown event comes back to Woodland, CA with the staging area taking place at the Charles Brooks Community Swim Center located at Woodland High School.

The California Kids Triathlon is a unique regional attraction combining three traditional summertime activities. The event will benefit the A Change of Pace Foundation, a non-profit 501c3 organization focusing their efforts to combat the rise in youth obesity and inactivity among our children by facilitating fitness programs within the region. The City of Woodland is co-sponsoring the event and is making significant strides to help promote healthy, fun, safe and fitness-oriented events in their own town. Proceeds from this event will be used to fund after school fitness programs that can be used to help supplement our lack of physical fitness in public schools. Despite the deep cuts to our state budget, we, as a whole, are ultimately responsible for the health and fitness of our own kids, therefore, educating individuals, parents, and teachers about the importance of exercise is critical for their future health. By participating in events such as the CKT, kids find that exercise can be fun, exciting and memorable. By keeping exercise enjoyable, simple and non-competitive, our bottom line goal for our participants is completion.

“The California Kids Triathlon provides participants the chance to participate in a fun, safe, fitness-based event. Our goal for this event and A Change of Pace Foundation is to motivate youth to move around, build self-confidence and ultimately encourage a healthier active lifestyle.” says Dave Miramontes, Executive Director of the A Change of Pace Foundation.

Conducted in a traditional swim-bike-run format, the California Kids Triathlon encourages a fun environment where athletes (ages 4-17) can enjoy participating at their own pace. The focus is on completion, rather than placement and time, which helps alleviate much of the pressure surrounding traditional sporting competitions. If the enormous smiles decorating the faces of youth participants, and the excitement from the crowd are any indication, the CKT is a fun-filled event that positively impacts the athletes, spectators and community. All entrants receive a commemorative t-shirt and finisher’s medal.

With the rise of childhood obesity and Type II Diabetes continuing to affect our nation and our school budgets on the decline, the California Kids Triathlon offers an incentive for exercise and an enticing reason to get kids moving and motivated. For more information, or to sign up as a race-day volunteer, visit the A Change of Pace website at www.changeofpace.com

EVENT SPECIFICS:

Event Name: 8th Annual California Kids Triathlon

Location: Charles Brooks Community Swim Center, 155 N. West Street, Woodland High School, Woodland, CA

Date: August 9, 2009

Participation: 800 athletes ages 4-17

Total Attendance: 3,000 athletes, spectators and volunteers

Event Producers: A Change of Pace Foundation

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