

April 25, 2011

Dear Kids, Parents and Partners:

It is hard to believe we are only 5 days away from the opportunity to meet in person at the Packet Pick-Up & Pep Rally on Saturday, April 30. Hopefully, you and your friends are ready to be the stars of The Biggest & Best Kids Triathlon in the World. We have some very exciting surprises in store, and we know everyone will have a great time!

As promised, following is the 2nd installment of our *Getting Ready to Race Email Series*. Enjoy all of the details and feel free to link to our website at FirstCoastKidsTriathlon.org for even more information or to contact us directly with a specific question. And, do not forget to watch your email box for the final installment before race day. It will include a lot of race-specific information such as what to eat the night before and morning of the triathlon.

What to Bring on Race Day

Most of the 3rd and final edition of our email series will focus on Race Day. However, we wanted to go ahead and answer our most frequent question (and give you a little time to prepare).

What do I need to bring on race day?

Well, it all starts with a swim suit. We will provide a color-coded swim cap, and many kids wear goggles (which you need to provide). Also, you will need a bike (check the brakes) and a good, safe helmet (these are required). Finally, a brightly colored towel (to mark your spot in transition and to wipe your feet) and a pair of running shoes are important. Many of the kids complete the entire race in their swim suits (though a t-shirt is not a bad idea, as it provides a good place to pin your race number).

Some of the optional equipment (helpful, but not required) that you will see includes: a race belt (used to hold your race number – if you do not want to wear a t-shirt); water bottle (kept in the transition area); elastic shoe laces (save time if you do not have to tie); hat or visor; sun screen; and post race clothes / shoes (that are not hot & sweaty).

The Giant Raffle

You are hearing it here first! As a special thank-you to all participants and in an effort to encourage everyone to be on-hand for the Celebrity Big Kids Race and Awards Ceremony, we have put together the 2nd Annual Biggest, Baddest Raffle in the triathlon world. Thanks to the incredible support of our Sponsors and Partners, we will once again give away more than **\$4,000 in prizes**. Leading the way are **2 brand-new road bikes** donated by Trek Bike Shops of Jacksonville. Each valued at nearly \$600, these are serious vehicles. That's right, 2 lucky kids will go home Sunday afternoon with a brand-new road bike in the trunk.

In addition, we have great prizes from Kilwin's, 1st Place Sports, Jacksonville Running Company, The Jacksonville Zoo, The Jacksonville Jaguars, MoJo BBQ, Adventure Landing and many others. The only catch is that **YOU MUST BE PRESENT TO WIN!** The raffle will be held immediately before the Awards Ceremony so do not leave early.

Lots of Stuff to Do at Pep Rally

Building on our success of the past two years, this year's Pep Rally will be bigger and better. In addition to the chance to meet and to get autographs from all the Celebrity Big Kids, we will have some great activities. You will have a chance to plant your very own watermelon, courtesy of Burpee Seed, and everyone will be able to get their photo taken with a vintage Porsche Race Car from Brumo's. In addition, there will be a table where you can make customized Cheer Posters to encourage your favorite triathletes on Race Day. Last but not least, we have a number of exhibitors who will join us with special gear for kids. Please help us welcome them!

Official Event Hotel

If you are one of the many families joining us from out of town or if you have friends or family coming to watch, please consider using our Official Event Hotel – **The Staybridge Suites**. They are offering a special rate of **\$69 per night** for all First Coast Kids Triathlon guests, and their “all suites” format is ideal for storing bikes (and other gear). The hotel is conveniently located just 5 minutes from UNF at 8511 Touchton Road East in Jacksonville, FL 32216. Reservations can be made by calling (904) 253 – 7120.

1,414 Medals & 72 Awards are Ready

Without a doubt, every kid who finishes is a winner and will be recognized with a cool medal (along with FREE Blue Bell ice cream and a big bottle of Powerade). In addition, the 3 fastest racers in 10 different age groups (both boys & girls) will be presented with a newly-designed award at the end of the day Sunday. Not only will you want to stay for the raffle (see above), but also you will want to be on-hand to recognize the fastest triathletes on the First Coast.

\$31,000 in Charitable Donations

The First Coast Kids Triathlon is the primary source of funds for a charitable organization called Kids Triathlon, Inc. Their mission as a 501c(3) is to help improve the lives of kids by helping them realize the benefits of being healthy and active. A critical component of this effort is to support other organizations that do incredible things for kids all year long. We are very proud to be able to donate nearly \$22,000 from this year's event to 5 primary beneficiaries: The YMCA of Florida's First Coast; The Bridge of Northeast Florida; The MaliVai Washington Foundation, the Jacksonville Sports Medicine Program and PAL of St. Johns County. In addition, there are 47 schools, teams and organizations that will receive more than \$9,200 in donations through our Group Fundraiser Program.

Volunteers Needed

We are about half-way there. While we have 100+ volunteers ready and waiting to help this event run without a hitch, we need more. In total, we need about 200 volunteers to keep things safe and on-schedule. If you have any friends, teachers or co-workers (or friendly co-workers) who might be interested in helping, please ask them to contact our Volunteer Coordinator, Joan Massie. She can be reached via the Volunteer Section of our website or via the phone at (904) 354 – 4467. Every volunteer will receive a **nice t-shirt** and a **cool gift** (literally).

Once again, we want to say thanks for your support of our event. It would not happen without the interest of the kids and the encouragement of the parents. The First Coast Kids Triathlon is the ultimate family event, and we sincerely appreciate your support. Feel free to contact us via our website with additional questions and stay tuned for the 3rd and final edition of our email updates. The start of the 1st race is less than 144 hours away!

Sincerely,

The 2011 Organizing Committee