

My First Triathlon™

Introduction

Welcome to My First Triathlon™ a triathlon event exclusive to the first time competitor.

The event began in 1998 with a handful of competitors, in 1999 it grew to 100 competitors then in 2000 it doubled in size to over 200. It continued to triple and quadruple in size every year till it reached over 2,000 competitors at one location in British Columbia by the year 2002. From 2003 to 2005 new events were introduced to Washington and Texas, attracting in excess of 3,500 competitors.

Developed by World Endurance Sport, My First Triathlon™ is designed increase participation in the sport of triathlon by taking the intimidation factor out of the event.

The sport of triathlon is billed as a grueling test of endurance with images on television of athletes crawling across the finish line after hours of competition.

My First Triathlon™ condenses all this excitement into a short user friendly event consisting of anywhere between 1 to 3 hours depending on the participants fitness level.

The ¼ mile swims are held in shallow waters along beaches where athletes can stand up and take a break if they are tired or nervous. The 12 mile bike course is generally on flat roads and the 3 mile run also takes place on flat terrain.

The People

The people that are attracted to My First Triathlon™ and just that “People” everyday people that normally would never think about doing a triathlon.

The growth of the event is a testament to the quality of the event and the fun people have will doing it.

Hosting a My First Triathlon™

World Endurance Sport has developed programs to bring a My First Triathlon™ event to your community.

Hosting a My First Triathlon™ event has numerous benefits to your community from promoting healthy lifestyles through fitness and nutrition as well as creating awareness as a “Healthy Active Community.”

Many communities hosting My First Triathlons™ have also started their own triathlon clubs.

Economics and My First Triathlon™

The economic impact of hosting a My First Triathlon™ is strong while the event is taking place as well as the weeks and months leading up to the event as athletes come in advance of the event to try out the race route. Many athletes will also return to your community following the event to see those little places they spotted along the race route.

Charity at My First Triathlon™

My First Triathlon™ encourages charities to raise funds while participating through various incentives. In 2005 Cherish Our Children International raised over \$30,000 through 50 of their members who did the My First Triathlon™ in Texas. Cherish Our Children International is the North American Mid and South West National Charity while The Michael J. Fox Foundation is the National Charity for the Northwest and Canada.

The First Time Impression

The first time impression that etched into the memories of the competitors will be with them forever. We all remember the first time we do anything, especially an accomplishment of doing a triathlon.

The athletes will remember every detail about their visit to your community to do My First Triathlon™ from the little bakery that sold them the jelly jam tart and gave their 10 year son a cookie with a little swimmer, biker and runner drawn with icing as a reward for doing the triathlon or the friendly neighbor who dusts off his old mountain bike and lends it to an athlete whose bike has a flat tire in front of his house.

Friends are made and community bonds are strengthened while ordinary people achieve what they thought impossible.

The Health and Weight Loss Factor

In 2002 an alarming trend started to develop with the My First Triathlon competitors. Since the event was drawing people in that would never think of doing this type of event or any event for that matter. Many people started training and losing an incredible amount of weight. Some athletes were shedding upwards of 100 lbs in less than a year of training. The athletes were polled and it showed that the average competitor lost in excess of 30 lbs while training for My First Triathlon™.

James Hicks of Spokane Washington weighed in at close to 570 lbs in 2003 and by July 2005 he had lost a remarkable 320 lbs and completed My First Triathlon™ in Lake Chelan Washington at a weight of 250 lbs. James lost all the weight with diet and exercise only and did not rely on surgery. James continues to do triathlons on a regular basis with a goal of getting to and maintaining a weight of 170 lbs.

The Magical Experience of the Event

Due to the uniqueness of the event there is a special magic which arrives with the athletes. For many they have been training for months at a time spending a lot of time at work or at home explaining to people what they are doing. They will often hear things like “Your going to do what? A Triathlon?” “That’s where you ride a horse and shoot a gun right?”

They may also say “Why do you want to ride your bike there?” “Why not drive, it is way faster.”

Some are lucky enough to have friends that have done triathlons but for the most part only a small portion of the population have done a triathlon, until now.

Upon arriving at the event they are elated to be seeing hundreds of other like minded people who as well have never done such and exercise and may be nervous about competition as well. They soon find comfort in numbers especially knowing that the person standing next to them is in the same boat, or beach for that matter.

The Feeling of Accomplishment

The best feeling of all is the feeling of accomplishment. Competing in the event and crossing the finish line raises the confidence to a level where they feel they can do anything.

Age Does not Matter

The youngest competitor thus far in My First Triathlon has been both a six year old male and a six year old female, they are youngsters who compete right along side the adult competitors. In fact the number of competitors under the age of ten that are competing is growing more and more each year.

The eldest competitors to date have been 72 for males and 74 for females.

More Woman than Men

My First Triathlon™ attracts over 70% female participation with the average age of the competitors for both men and women at 32 years. This is an important figure because the sport of triathlon generally has a vast majority of Male competitors.

Awareness for Cyclists Saves Lives

Now that My First Triathlon™ is becoming such a large event and thousands of people have participated in these event awareness for cycling is increasing, especially with people who normally do not compete in sporting events.

When more people become involved with cycling the chance of motorists knowing someone who is a cyclist increases. Instead of just passing a cyclist on the road they will pay more attention and wonder if their friend from work who is training for the triathlon knows the person on the bike, chances are they do not but for some reason people will just assume that all cyclist know each other, unless we speaking of Lance Armstrong. Lance started his career as a triathlete.

The Goal of My First Triathlon™

A Triathlon in every community.

For information on competing in My First Triathlon email us at:

MFT@Triathlons.net

For information on bringing a My First Triathlon to your community email us at:

MFTHost@Triathlons.net

