

# TIME TO TRI



Dear Athlete,

We hope your 2018 is off to a great start!

Today we are inviting you to be part of a groundbreaking initiative for the sport of triathlon. We, and many others, have pledged to work with USA Triathlon and IRONMAN to help support Time to Tri, a campaign to grow the sport at all levels, at all distances, in all parts of the country. Our goal is to bring 100,000 new participants into triathlon by the end of 2020.

You may be thinking, "I'm already a triathlete, this doesn't apply to me." Not true. You are a key part of the triathlon community, and we need your help to spread the word about Time to Tri.

Why should you care about growing the sport? Well, as the age-old adage goes, a rising tide lifts all boats. A growing and thriving sport means more race opportunities and other benefits for you and your fellow triathletes.

#### How Can You Get Involved?

- Follow @MyTimeToTri on Facebook, Twitter and Instagram to share content and introduce your network to the sport you love.
- Point potential triathletes to MyTimeToTri.com, the online hub for this initiative, which provides valuable free resources for athletes on the path to their first finish line. These resources include 70-plus articles for newbies, free training plans customized to an athlete's ability level in the swim, bike and run and much more.
- Tell us how you're sharing the #TimetoTri spirit with others by emailing us at [communications@mytimetotri.com](mailto:communications@mytimetotri.com).

Thank you for your support of this initiative and helping us grow the sport of triathlon!

Time to Tri partners

Time to Tri is a joint initiative between USA Triathlon and IRONMAN.

