

2010 ATHLETE INFORMATION GUIDE

On behalf of the many, many people associated with the Philadelphia Insurance Triathlon (PHLYTRI) and especially on behalf of our major race partner, The Philadelphia Insurance Companies, it is my pleasure to welcome each of you to our 2010 race! As always, we want to thank the Fairmount Park Commission and the City of Philadelphia for being a wonderful host site for the sixth consecutive year.

We've assembled the following detailed race information to help make the race weekend a success for you – included is information for both the Sprint Race on Saturday, June 26 at 7:30am (note the Sprint Race is starting a half hour earlier this year) and the Olympic Race on Sunday, June 27 at 7am (with pro wave beginning at 6:55am). Please read this carefully, reread it carefully and then maybe read it one more time. Of course, if you have any questions after that, please e-mail me at lars@phillytri.com.

LIFETIME FITNESS TRIATHLON SERIES:

The PHLYTRI is incredibly honored to be the newest and first race in the 2010 Lifetime Fitness Triathlon Series Race to the Toyota Cup. The five other races in the series are the Life Time Fitness Triathlon in Minneapolis (July 10), the Nautica New York City Triathlon (July 18), the Chicago Triathlon (August 29), the Kaiser Permanente Los Angeles Triathlon (October 3) and the Toyota US Open Triathlon in Dallas (October 10). With inclusion in this Series, we've doubled our prize money to \$31,000 and will host a number of world-class professional triathletes including 2009 Lifetime Series Champion Matt Reed, 3 time PHLYTRI Champion David Thompson, 3 time Olympian Hunter Kemper, Greg Bennett, Laura Bennett, Pip Taylor, and Rebecca and Laurel Wassner, just to name a few. Additionally, the top 3 Elite Amateurs and the top 10 Age Group Amateurs can qualify for the Toyota US Open Championships in Dallas!

USA TRIATHLON:

The PHLYTRI is sanctioned by USA Triathlon. All USAT rules will be in effect during the event. These rules will be reviewed at the pre-race meetings described below. This is a non-drafting race. Please direct any rules questions and/or protests to the USAT officials on site. Protests of penalties must be filed with the USAT Head Official within 60 minutes after the protesting individual finishes the race. USAT Official headquarters will be located in a tent near the finish line. See their web site for additional info at <http://www.usatriathlon.org> or the USAT-Mid Atlantic Regional web site at <http://www.usat-ma.org>.

DIRECTIONS & PARKING INFORMATION:

Directions to the race and expo parking area are available at <http://www.phillytri.com/eventinfo/site>
Parking for both the expo and the races will be on the roads in front of the Please Touch Museum, which is located at 4231 Avenue of the Republic, Philadelphia. PLEASE ANGLE PARK. Please note that on Saturday and Sunday mornings, you can access the parking area from only two intersections: 1) East Road or West Road off Parkside and 2) Avenue of the Republic off of Belmont. From parking, it is a 5-10 minute walk down Black Road to the event and transition area. Please note that the Fairmount Park Commission and City of Philadelphia have communicated to us that it is imperative that you do not park in front of any portion of the Please Touch Museum driveways and crosswalks. They have also communicated that parking on grass is prohibited and that you run a risk of being ticketed by doing so.

SPRINT RACE ATHLETE CHECK-IN:

Athlete check-in is Friday, June 25 from 12 noon-8pm (please note we are opening up registration two hours earlier on Friday this year) and Saturday, June 26 from 5am-6am in the Smith Memorial Field which is just East of Memorial Hall (Lansdowne Ave & Avenue of the Republic, Philadelphia, PA 19131). You will be REQUIRED to present a photo ID and either show proof of USAT membership or purchase a one-day license. No other athlete can pick up your packet, period. All three members of a relay must check in before we will release the race packet to a relay team member. Cadence Cycling & Multisport Centers will have mechanics available in their Expo Retail Center. There is no mandatory bike inspection.

PRE-EVENT EXPO:

The Expo will also take place in the Smith Memorial Field as referenced in the ATHLETE CHECK-IN sections above. The Expo will take place on Friday from 12 noon-8pm and Saturday from 10am-4pm.

There will be a wide array of sponsors and exhibitors in attendance displaying and selling great products as well as providing giveaways and raffles. A few features of the Expo are as follows:

- 1) A super Retail Center led by the great people at Cadence Cycling & Multisport Centers. They'll have bikes, frame sets, wheels, wetsuits, clothing, shoes, tires and accessories, sunglasses, nutrition products and most anything else you would want or need. There will be training and mechanical centers as well.
- 2) Philadelphia Insurance Triathlon merchandise. This year, we have what I think is our best bike jersey yet – you need to check it out. In addition, we'll have more options available than last year, including tech tees, long-sleeve zip-ups, visors, hats, among many other items.
- 3) Immediately following each athlete meeting, Cadence Cycling & Multisport Center will host a Q&A/Lecture featuring their world class coaches. They will share tips and answer your questions. To suggest a question you'd like to hear answered, please email Brian Walton, VP in Charge of Performance, at bwalton@cadencecycling.com. Brian is an Olympic Silver medalist, 3-time Olympian and former 7-Eleven and Team Motorola (with Lance Armstrong) team member. Topics will include open water swimming, transition strategies, course previews/strategies and many other topics. The Times for these are as follows:
 - a. Friday, 6:15pm
 - b. Saturday, 10:45am
 - c. Saturday, 2:45pm –This meeting will feature an exciting panel of our top pros competing in Sunday's Olympic race, to be moderated by Brian. You don't want to miss this!

WRISTBAND

A wristband printed with your race number will be affixed to the wrist of all athletes at Athlete Check-In. The Olympic Race and the Sprint Race will have different colored wristbands – red for the Olympic Race and blue for the Sprint Race. This band designates you as an official entrant and is a mandatory security ID. No wristband, no transition area access, no race. Additionally, you will not be allowed to remove your bicycle and gear from the transition area following the race without your wristband affixed to your wrist. Your wristband will also get you into the post-race food and massage tent on the day of your race. Please do not remove your wristband until after the post-race party!

PRE-RACE MEETING

You are strongly encouraged to attend a pre-race meeting at the expo/race registration. Times are listed below. The Race Director will highlight important race information and any last minute changes and the USAT Head Official will conduct a brief USAT rules review.

Sprint Pre-Race meeting #1, Friday, June 25, 6pm (combination Olympic & Sprint meeting)

Sprint Pre-Race meeting #2, Saturday, June 26, 6:30am (in transition area rather than in expo area)

RACE NUMBERS:

There will be three race numbers in your race packet that all racers (Olympic & Sprint) are required to display during the event.

1. The Tyvek bicycle frame number **MUST** be attached to your bike with the race number clearly visible from both sides of the bike. The bike frame number must be affixed to your bike frame **BEFORE** you enter transition area.
2. The small peel-and-stick helmet number **MUST** be worn on the front of your bike helmet. This is for race officials and race photographers. The helmet sticker also must be affixed to your helmet **BEFORE** you enter the transition area.
3. The run bib number **MUST** be displayed during the entire run segment on the front of your body, not the side or back! Pin your run number to your shirt, swimsuit, or race belt with the safety pins available at Athlete Check-In.

SPRINT RACE BODY MARKING:

Body marking will take place on Saturday morning at the transition area entrance, beginning at 5:30am. You will **NOT** be permitted into the transition area without your body marked and you will **NOT** be

permitted to race without your body marked. Do not apply body lotion or sunscreen until after you have been body marked. Be sure that the volunteer who marks you also writes your age on your right calf. Relays will have RX on their calf for Mixed Relays, RF for All Female and RM for All Male.

SPRINT RACE TRANSITION AREA ACCESS:

All bikes will be racked on Saturday morning. Transition area will open at 5:30am and will close at 7:15am. Any athlete who arrives after 7:15am will not have access to the transition area. Only athletes who are wearing their wrist band and are body marked will be admitted. Additionally, you must have your bike frame number and your helmet number affixed before you will be allowed access to the Transition area on Saturday. Bikes cannot leave the Transition area to warm up on Saturday morning once they are racked. Any bike not properly displaying the bike frame number will be removed from the transition area during the swim. Each entrant will have a range of bike rack slots in which to rack their bike (i.e. bib #s 1-35 in a marked, designated row of racks, 36-70 in another row of marked, designated racks). Seven bikes per rack so please make sure to store your gear under and near your bike and out of the way of your fellow competitors. Cadence Cycling & Multisport Centers will provide mechanics just outside the Transition area from the time transition opens until the last athlete exits swim-to-bike transition. Following the race, the transition area will slowly open for you to reclaim your gear beginning at approximately 10am. We know that many of you want to get your gear and head home after the race but we must respect the fact that athletes are still racing so please be respectful of your fellow athletes and do not enter transition before 10am. There are ample portable toilets very near the transition area. Please do not "water" the local grass; if caught, you will be disqualified.

RELAY TEAM TRANSITION ACCESS:

For both the Olympic Race and the Sprint Race, all relay team members will have access to the Transition area. Bikes must be in the transition area by the time transition area access closes at 6:45am for the Olympic Race and 7:15am for the Sprint Race. Relay teams must pass the timing chip to their teammates at your bike rack spot in the Transition area.

TRANSITION AREA CONDUCT:

For safety reasons during the race, you are not permitted to ride your bike into or out of the Transition area. You must walk or run your bike while on the grass areas of the Transition area. There will be clearly marked mount and dismount lines on Martin Luther King Drive. Please watch out for other athletes as you move through the Transition area and follow the instructions of race officials and volunteers.

SWIM CAP:

The official swim cap found in your race packet MUST be worn during the entire swim. Do NOT trade your swim cap with another athlete as the caps are color-coded to assist race management in organizing you at the swim start. If you have a latex allergy, you may bring a non-latex swim cap and you should alert a USA Triathlon official that you will be wearing one. If possible, wear the one we give you over your non-latex cap.

WETSUITS FOR AGE GROUP ATHLETES:

The use of wetsuits during the swim segment will be allowed, and is encouraged, if the water temperature on race morning is 78.0 degrees or less. If the water temperature exceeds 78.0 degrees but is less than 84.0 degrees, an athlete may wear a wetsuit but will be ineligible for awards and national ranking consideration. If the water temperature is 84.0 degrees or higher, the use of wetsuits is strictly prohibited. Based on water temperatures in late June the last few years, water temperature can be anywhere from the low to high 70s.

SPRINT RACE SWIM START & SWIM CHECK-IN:

The swim start is an in-water start from the Swim Entry spot located very near Transition area. Athletes will be called into the water by wave. There will likely be warm-up swimming allowed until 7:10am. At that time, all athletes MUST be out of the water. The start line will be between the beach at the Swim Entry and a buoy directly out towards the opposite side of the river. You will be staged according to swim cap color. Failure to wear the official swim cap or starting in a swim wave other than the one in which you have been assigned will result in your disqualification. As you enter the water, you will cross over a timing chip area and be officially "checked-in." Seed yourself in your wave according to your ability. If during the swim segment, you cannot continue, remove and wave your cap and a boat will pick you up or you may

swim to shore. Be sure that you notify a race official at the Finish Line Area. If you drop out of the swim, you cannot continue with bike or run segments due to medical concerns.

SPRINT RACE SWIM COURSE:

The swim course is a rectangular-like loop with a separate Swim exit that is very near the Swim entry. From the start, you will swim straight out and when you reach the Columbia Avenue Bridge, you MUST swim in the third-from-the-left entry. Failure to do so will result in disqualification. After swimming through the bridge, you will make two right turns around large triangular buoys and swim back under the Columbia Avenue Bridge in the second-from-the-left entry. Again, failure to swim through the proper entry will result in disqualification. You will then swim towards the next large triangular buoy around which you must swim. You will then continue to the well marked swim exit. It is very simple. Swim under the bridge, make two right turns, swim under the bridge, make one right turn. You MUST swim outside all buoys, always keeping them to your right. For your safety, certified water safety personnel will be monitoring the swim course with rescue craft.

SPRINT RACE SWIM WAVES & SWIM CAP COLORS:

Wave 1	7:30	M/F Elite Amateur	White
Wave 2	7:33	F19&UND, F25-29, MPC, FPC	Gold
Wave 3	7:36	M60+, F45+	Green
Wave 4	7:42	F20-24, F30-34	Navy
Wave 5	7:48	M50-54, M55-59, Relays	Royal Blue
Wave 6	7:54	M25-29	Red
Wave 7	8:00	M30-34	Lt Blue
Wave 8	8:06	M35-39	Orange
Wave 9	8:12	F35-39, M20-24	Purple
Wave 10	8:18	F40-44, Athena	Yellow
Wave 11	8:24	M19&UND, Clydes	Fl Pink
Wave 12	8:30	M40-44	Black
Wave 13	8:36	M45-49	Fl Green

WATER QUALITY:

We've tested the River and the Schuylkill is safe and clean – it is cleaner than many bodies of water that are used for area triathlons. The only concern comes after heavy rainfall in the 24-48 hours before the race. The Schuylkill is not unique in this regard; this is the case for most bodies of water used for triathlons. We'll of course continue to monitor water quality and will keep athlete safety as our primary concern.

SPECIAL NEEDS TABLE:

For both the Sprint Race and the Olympic Race, there will be a table set up at the swim exit for the collection of your eyeglasses, medications or other special needs items. You must leave these items at the table before you start the swim (please note that if you are participating in the Olympic Race, this means before you board the bus to the swim start area). It is your responsibility to clearly mark all items left on the special needs table with your name and race number.

SPRINT RACE BIKE COURSE:

The bike course is a double loop course. You must complete the loop twice. When you complete your FIRST LOOP, stay to the LEFT on Martin Luther King Drive (formerly West River Drive) to begin your second loop. When completing your SECOND LOOP, stay to the RIGHT on Martin Luther King Drive to enter transition. Each athlete is required to wear an approved helmet during the bike segment. You MUST have your helmet securely fastened on your head before you mount and dismount your bike. A USAT rule requires you to wear your helmet at ALL times when on your bike at an event, including before or after the race – you MUST wear your helmet and if spotted riding without your helmet you will be disqualified. Drafting and blocking (impeding the progress of passing cyclists) are not permitted during the race. USAT officials will be monitoring the bike course and strictly enforcing these rules. Failure to obey the

instructions of any USAT official may result in your disqualification or a time penalty. The USAT Head Official will explain key rules at the pre-race meetings on Saturday. Upon completion of the bike segment you must re-rack your bike in your space. Failure to do so will result in a disqualification. You **MUST** have bar ends on your bike – all bikes will be checked after transition is closed. Failure to have bar ends will result in your bike being removed from the transition area and your disqualification.

SPRINT RACE BIKE BOTTLE EXCHANGE:

There is no water bottle exchange on the Sprint Race bike course so please make sure you have enough liquid with you on your bike when you start the bike portion of the Sprint Race.

SPRINT RACE RUN COURSE:

The run course is a simple out-and-back with one turnaround that is roughly half the distance from the run start. Upon exiting the Transition area, runners will run roughly 0.1 miles (that's 1/10) on grass before joining Martin Luther King Drive very near the finish line and continue in the direction towards the Art Museum until the turnaround. There is a water station at the run start and there are two additional water stations on the course (roughly miles 1 and 2). Each station will be stocked with water, Gatorade Endurance and GU Energy Gel. There will be timing mats at the turnaround to ensure each athlete completes the entire run course. There is **NO** pacing of runners allowed by any outside source. Runners observed with a pacer/non-entrant will be disqualified. USAT officials will be recording race numbers to ensure each athlete completes the prescribed course. There will be a lead cyclist on the run.

SPRINT RACE FINISH:

The finish line will be in the same location for both the Sprint Race and the Olympic Race. The race course will officially close 3 hours after the start of the last swim wave. The swim course closes forty five minutes after the start of the last wave. The bike course closes two hours and fifteen minutes after the start of the last wave. All participants not meeting these cutoff time limits will be disqualified and, if they continue, will assume all risks and must adhere to local traffic laws. All official individual finishers and relay teams will receive a custom finisher's medal. All finish times will be posted in the awards area.

USAT MID-ATLANTIC CLUB CHAMPIONSHIP (UMACC):

For 2010, we are honored that our Olympic Race will host the 2010 USAT Mid-Atlantic Club Championship. In order for clubs to participate in the UMACC, clubs must be located in USAT's Mid-Atlantic region (DC, DE, MD, NJ, NC, PA, VA, WV) and clubs must be registered with USAT. There are three divisions: Division I (130 or more members), Division II (30 – 129 members) and Division III (2 – 29 members). Scoring is a combination of overall individual scoring, age group individual scoring, number of non-scoring age group finishers and travel distance. Total prize money for the UMACC is \$5,250, evenly divided among the three Divisions.

KARR-BARTH CHARITY CHOP CHALLENGE

The Karr Barth CHOP Charity Challenge will be part of the Sprint Race on Saturday, June 26. The Cancer Center at The Children's Hospital of Philadelphia (CHOP) is the charitable beneficiary of the Karr Barth Charity Challenge. There will be three Charity Challenge Winners based on the scoring below:

1. The company with the fastest combined time of the team's finishers, one of whom must be a woman.
2. The company that raises the most money for The Cancer Center at The Children's Hospital of Philadelphia
3. The company with the most participants

POST-RACE CELEBRATION:

The post-race celebration begins as soon as you cross the finish line! Be sure to stick around for music, food, massage and refreshments. Athletes can get food with their wristband. The blue Sprint Race wristband will get you food and massage on Saturday only and the red Olympic Race wristband will get you food and massage on Sunday only. Food will be provided by Winnie's Le Bus in Manayunk and Tony A's pizza. Included will be bread, bananas, hoagies, tomato pies and cookies. Food will be available for purchase for friends/family. There will be no beer served but athletes/teams may bring their own if they like. The awards presentation will begin at approximately 10:30am on Saturday for the Sprint Race and

sometime between 11:30am and 12noon on Sunday for the Olympic Race. Also, massages will be available for all athletes – as long as you haven't removed your wristband.

TIMING, RESULTS & AWARDS:

Timberline Timing will be handling the official timing. You **MUST** use the chip they provide you. You may **NOT** use your own chip. Unofficial race results will be posted prior to the awards presentation. Please report any discrepancy to a USAT official **PRIOR** to the start of the awards presentation. Athletes who do not wear their chip during the entire event will not be scored and will not receive a finish time. Please note that the clock time at the finish line reflects the race start time of the first swim wave. Full results and splits will be available on our web site at www.phillytri.com within 24 hours after the race. If you qualify for an award and are unable to attend the awards presentation, please send us your name, age group and a check in the amount of \$10.00, made payable to Philadelphia Triathlon LLC, 203 East Lancaster Avenue, Wayne, PA 19087 and we'll first class mail your award to you.

DROPPING OUT:

If you drop out of the race, it is **IMPERATIVE** that you notify a race official and return your timing chip at the finish line.

PROTESTS:

All protests of penalties assessed for rules infractions by USAT officials must be filed with the USAT Head Official within 60 minutes after the protesting individual finishes. Judgment calls (e.g., drafting) are not eligible for protest.

MEDICAL:

Healthplex Sports Medicine Institute, in concert with the city of Philadelphia EMS system, will provide comprehensive medical care for all official participants during the event. The medical team is prepared to treat for dehydration, minor injuries and road rash and will assist emergency medical services in transporting athletes with any major injuries to the nearest hospital.

UNSPORTSMANLIKE CONDUCT:

Unsportsmanlike conduct or the verbal abuse of any race official or volunteer during any portion of the race or at any time during event weekend will not be tolerated and will result in immediate disqualification.

OLYMPIC RACE SPECTATOR LOCATIONS:

The course is great for spectators as it is very compact but, because all roads are closed, it is tough to move around. It is easiest to move around on foot or bike. We suggest four ideal spectator locations: 1) Transition Area and Finish Line with parking near the Please Touch Museum in the same area as athlete parking; 2) Art Museum area with parking near Ben Franklin Parkway and Eakins Oval; 3) Lemon Hill with parking near Art Museum; 4) Falls Bridge area with parking in East Falls. Please note that spectators will not be able to drive to the swim start so if they wish to watch the start, they will need to park in the area above Kelly Drive and walk down or along the Strawberry Mansion Bridge to watch the swim start.

SPRINT RACE SPECTATOR LOCATIONS:

The course is great for spectators as it is very compact but, because all roads are closed, it is tough to move around. It is easiest to move around on foot or bike. We suggest three ideal spectator locations: 1) Transition Area and Finish Line with parking near Please Touch Museum in the same area as athlete parking; 2) Falls Bridge area with parking in East Falls; and 3) Strawberry Mansion Bridge with parking to the South or to the North above the hill near 33rd Street.

KIDS RACE:

We're excited for the fourth year of our Philadelphia Insurance Triathlon Kids Race on Saturday, June 26. This year, for the first time, the Kids Race will be near the Expo Site and will have its own courses created especially for our youngest triathletes. The Kids Race has two components: two duathlons beginning at 12:30pm and four Fun Runs beginning at 1:30. Order of events will be as follows:

Beginning at 12:30

Duathlon #1	7-10 year olds	.3 mile run / .5 mile bike / .3 mile run
Duathlon #2	7-10 year olds	.5 mile run / 1 mile bike / .5 mile run

Beginning at 1:30

Fun Run #1	1-3 year olds	50-yard dash
Fun Run #2	4-5 year olds	100-yard dash
Fun Run #3	6-7 year olds	200-yard dash
Fun Run #4	8-14 year olds	1-mile run

The Fun Runs are all free and the Duathlons cost \$20 until June 22, \$30 at the Expo. Both events require registration. Registration is available online in the Kids Race section of www.phillytri.com and will be available at the Expo & Registration on Friday and Saturday.

All kids receive a finisher's medal and t-shirt.

2011 RACE REGISTRATION

The 2011 Philadelphia Insurance Triathlon will be held on June 25 and June 26, 2011. Registration will be available online from Friday, June 25th at noon until Friday, July 2nd 2010 at midnight and then will not be available again until November 1, 2010. If you pre-register, you will guarantee yourself the lowest entry fee offered. Check <http://www.phillytri.com> beginning June 25, 2010 and throughout the year for more details.

BENEFICIARIES, SPONSORS, FRIENDS & VOLUNTEERS:

We're proud that the Philadelphia Insurance Triathlon is able to make contributions to the Cancer Center at The Children's Hospital of Philadelphia and to support the Leukemia & Lymphoma Society's Team In Training and American Cancer Society's DetermiNATION Program. We believe that the race and its athletes will raise close to or over \$1,000,000 for these causes and we're humbled that we can accomplish this.

We've also been lucky to work with a wonderful group of sponsors; they've each been a pleasure to work with. When possible, we hope you'll consider supporting the following companies who have helped make this race a reality: Philadelphia Insurance Companies, Centocor-Ortho Biotech, Cadence Cycling & Multisport Center, Toyota, TYR, Champion System, Karr Barth Associates/AXA Advisors, Nathan Performance Gear, Gatorade Endurance, Penguin Brands, Sorbothane Insoles, Drexel University LeBow College of Business, GU Sports, Winnie's Le Bus in Manayunk, Healthplex Sports Medicine, REI, and Tony Roni's.

And one group of people we need to thank for without them, we wouldn't have an event: our volunteers. We all know that no event could ever take place without them so please, please, please thank them when you see them throughout the race.

FINAL WORDS:

I'm just repeating what I said each of the race's first five years here but I believe it to be important – I know each of you wants to have the best race day possible, however you define that. We wish that for each of you. That said, please remember how lucky we are to participate in this wonderful sport. So, no matter how your day goes, keep a smile on your face. Good luck and we look forward to seeing you at the finish line!

Lars Beck

Race Director

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