



CAF COMMUNITY WEEKEND

La Jolla, CA | Oct. 18-21

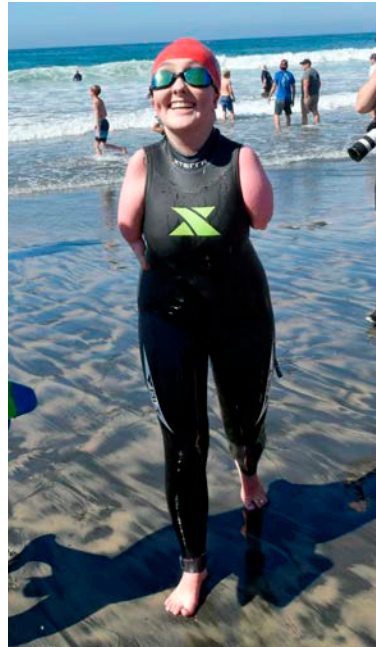
Featuring the 26th annual Aspen Medical Products San Diego Triathlon Challenge

IMPACT

- 26 Years of Changing Lives
- 50 Sponsors
- 285 Challenged Athlete Participants
- 725 Volunteers
- 1,400 Individuals Fundraising
- 5,000+ Spectators
- \$1,350,000 Raised
- 7,550,000 Reached

Athletes, supporters, fundraisers, and 50 sponsors took part in CAF's 26th annual Aspen Medical Products San Diego Triathlon Challenge (SDTC). The inspirational weekend of events celebrated the power of sport to transform lives, build community, and change perception of what people with physical challenges can accomplish. The event raised an outstanding \$1,350,000 for CAF's mission! Many life-changing moments took place for the 1,400 individuals fundraising and 285 participating challenged athletes – showing us all why this is truly the Best Day In Tri.

[Watch the Full Recap Video](#)



Total Social Media Impressions: 3,750,000

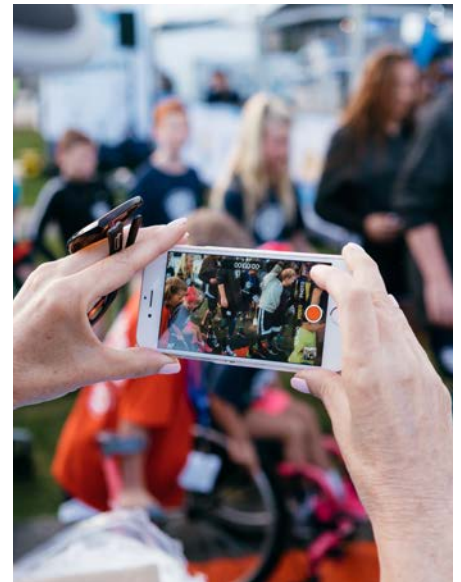
[Flickr Albums](#)

Total Broadcast Broadcast Hits: 49
Reach: 677,538

[In the News](#)

Total Media Report Digital & Press Reach: 2,962,603

[Full Digital Recap](#)





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HIGHLIGHTS



SDTC Family Welcome Dinner & Parents Forum (Oct. 17)

Thanks to the continued support of 2015 Jim MacLaren Award winner, John Campbell of the **La Jolla Beach & Tennis Club**, over 30 challenged athlete families were welcomed to San Diego on Thursday night for a family dinner and educational parents' forum. While kids enjoyed reconnecting and welcoming new faces to the CAF community, parents heard from a resource panel that answered key questions and provided firsthand insights on raising children with physical challenges.

Friday's Adaptive Clinics (Oct. 18)

28 challenged athletes developed techniques and learned to swim in the ocean at the **XTERRA Wetsuits Open Water Swim Clinic**. 72 youth challenged athletes experienced the 'stoke' of surfing at the **Junior Seau Foundation Adaptive Surf Program Kid's Clinic sponsored by Cavignac & Associates**. The surf clinic focused on instructive surfing techniques while encouraging, inspiring, and connecting youth athletes from around the country.



Million Dollar Challenge Ride-In & Family Picnic (Oct. 18)

Families, friends, and challenged athletes welcomed the 100+ Million Dollar Challenge riders to La Jolla Shores and celebrated \$1,312,000 raised from fundraisers and sponsors. Cyclists commemorated their last leg of the epic 625-mile ride from San Francisco to San Diego with a family picnic complete with carnival and picnic games by **Zappos Adaptive**.

Celebration of Abilities Dinner (Oct. 18)

CAF's annual award and appreciation dinner was held at the Irwin M. Jacobs Qualcomm Hall where supporters and athletes joined for a night of inspiration and celebration. CAF recognized trailblazing performances and achievements by individuals from around the world, along with the Partner of the Year Award going to **IRONMAN®** and the Jim MacLaren Award to the **J.A. and Kathryn Albertson Family Foundation**.



Saturday's Adaptive Clinics (Oct. 19)

3 impactful clinics were held on Saturday: the **Össur Running and Mobility Clinic presented by CAF** (112 participants), Adaptive Swim Clinic (25 participants), Wheelchair Tennis Clinic (30 participants). With the guidance of volunteers and trained mentors, challenged athletes of all ages were provided with top-level coaching, skill and technique development, and CAF camaraderie.



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HIGHLIGHTS



Aspen Medical Products SDTC (Oct. 19-20)

The swim portion of the triathlon was rescheduled to Saturday, Oct. 19 due to water conditions on Sunday. Participants instead swam 1 mile in beautiful La Jolla Shores, leading up to Sunday's 44-mile bike and 10-mile run at La Jolla Cove. Oct. 20 kicked off with the Parade of Athletes and all participants excited to begin the day's events. 200 challenged athletes and 550 fundraising supporters participated in the **Aspen Medical Products San Diego Triathlon Challenge** on this life-changing weekend.

Kaiser Permanente THRIVE Yoga by the Sea (Oct. 20)

60 yogis were inspired to slow their minds, breathe, and connect at the **Kaiser Permanente THRIVE Yoga by the Sea**. The 90-minute inclusive session on La Jolla Cove was led by world-renowned instructor and longtime CAF supporter Katie B Happy, and was joined by CAF athlete ambassadors Scout Bassett and Chef Eduardo Garcia of **Montana Mex**.



SDTC Feature Events (Oct. 20)

Sunday highlights also included nearly 400 individuals of all ages and abilities participating in the 5k Fitness Walk through La Jolla's coastline and neighborhoods; the opportunity to try out more adaptive sports like wheelchair basketball, adaptive CrossFit, and sitting volleyball at the **Nike FlyEase Sports Zone**; and 53 challenged athlete kids running toward their goals in the **Philadelphia Insurance Challenged Athletes Kids Run**.

YMCA of San Diego County Tour de Cove (Oct. 20)

YMCA of San Diego County Tour de Cove was 'Out of This World' this year! Over 100 supporters and challenged athletes cycled on top-of-the-line Keiser stationary bikes for 4.5 hours and raised \$75,000. Athletes of all abilities joined the ride including the first female pursuing wheelchair racing in Egypt, Hoda Elshorbagy, and Albert Bucharelli, 94-year-old World War II veteran who lost his leg fighting against Nazi Germany.





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SOCIAL BUZZ

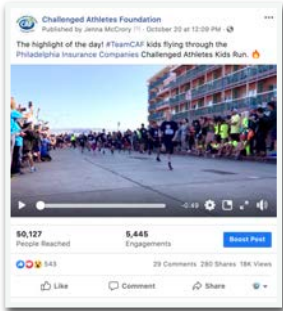
INSTAGRAM - HUNTER WOODHALL - 10.6K LIKES



INSTAGRAM - CAM WURF - 7.4K LIKES



FACEBOOK - CAF - 2,806 LIKES - 63,223 IMPRESSIONS



FACEBOOK - CAF - 1,325 LIKES - 30,000 IMPRESSIONS



TWITTER - CAF - 70,684 POTENTIAL REACH

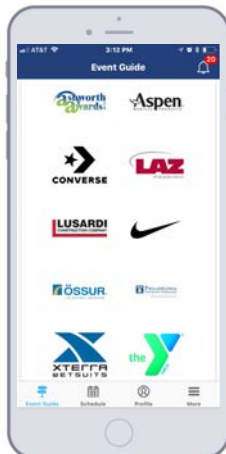


TWITTER - CAF - 67,761 POTENTIAL REACH



SDTC MOBILE APP

386 Users
4,730 Minutes Open
5,260 Engagements
316 User Contributions



FLOWATER

3,200 Plastic Bottles Saved
12,800 Oz. of Oil Saved
150 Gallons of Water saved

For the second straight year, CAF has partnered with Lusardi Construction and FloWater to reduce our Environmental impact at SDTC.





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