

MY RACE HAS  
EXCESS OF \$400,000 IN COLLEGE SCHOLARSHIPS  
MY RACE IS UNIQUE: IT STARTS WITH A BIKE RIDE AND HAS MULTIPLE SWIMS  
MY RACE CROSSES FOUR BRIDGES IN FOUR DIFFERENT CITIES  
MY RACE HOSTED THE SENIOR GAMES TRI, ATTRACTING 300 TRIATHLETES FROM ACROSS THE COUNTRY  
MY RACE HAD ITS TELEVISION DEBUT ON THE VERSUS NETWORK IN 2009



CONSULTANCY



# HITS Triathlon Series: Palm Springs, CA

December 3-4 2011 | La Quinta, CA



**USA** Triathlon Consultancy Report  
EVENT SERVICES CONSULTANT: LAUREN CULP



