



2014 EVENT RECAP

Clearwater City Council Meeting
Thursday, November 20, 2014



OVERVIEW



The TriRock Triathlon Series presented by REI made its seventh and final stop on the 2014 tour in the destination city of Clearwater Beach, FL. This gulf coast beach community provides a spectacular backdrop for local triathletes and those traveling from across the country.



TriRock's "Swim, Bike, Run, Rock" theme promotes a fun and athlete-friendly atmosphere. Event features included:

- great music along the course
- post-race breakfast
- festive beer garden
- celebratory Finish Line Concert



BY THE NUMBERS



2014 REGISTRATION NUMBERS

Registered Sprint Distance	431
Registered Olympic Distance	348
Registered Relay	76
TOTAL REGISTERED	855
Finished Sprint Distance	329
Finished Olympic Distance	249
Finished Relay	65
TOTAL FINISHERS	643
SPECTATORS/EXPO ATTENDEES	1,350



DEMOGRAPHICS

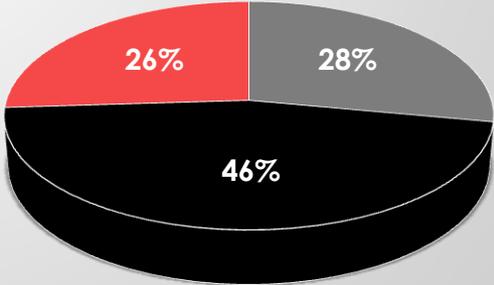
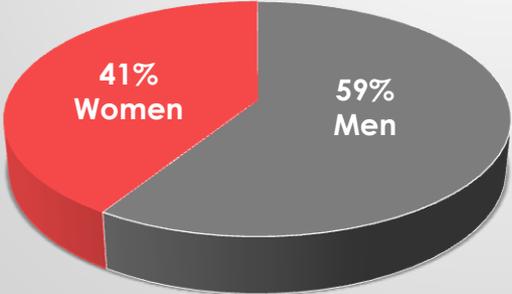


Participants from 34 states and 8 different countries including:

- Canada
- Austria
- France
- Columbia
- Germany
- Ecuador
- Peru
- Venezuela



**34 States
8 Countries**



■ Beginner
■ Intermediate
■ Advanced

LOCAL PARTNERS



TriRock Clearwater has received excellent support from the local community, including:

- City of Clearwater
- Hyatt Regency of Clearwater Beach
- St. Anthony's Event Medicine Team
- Local sponsors, partners, & expo vendors
- Local endurance-industry experts
- Local triathlon clubs





3RD ANNUAL TRIAROCK CLEARWATER
NOVEMBER 9, 2014

