



OFFICIAL MEDIA GUIDE 2016







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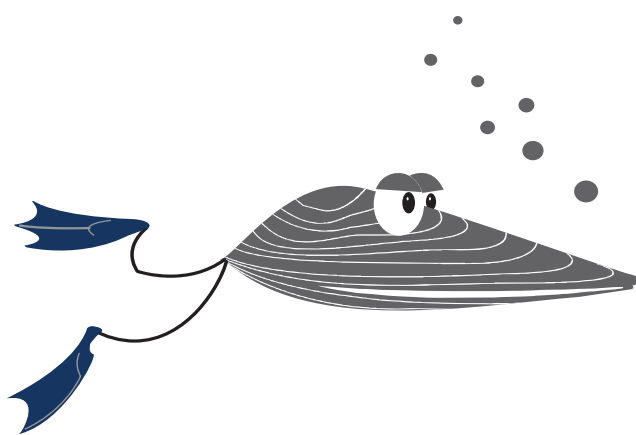
pr@musselmantri.com

musselmantri.com/media





musselmantri.com/media



June 2016

Greetings:

I am writing on behalf of the Musselman Triathlon organizing committee, as well as our many athletes and volunteers, in the hopes that you will consider covering the 2016 Musselman Triathlon in this, our thirteenth year.

In late 2015 the Musselman Triathlon was voted the 'Best Small Event' worldwide by Triathlon Business International. Earlier that year the race was cited by Women's Health Magazine as one of '7 Amazing Races That Are Perfect for Newbies.' The Musselman has also been an 'Editor's Choice' race, and one of the '100 Best Races' in Triathlete Magazine in 2013, as well as an 'Editor's Pick' in Inside Triathlon Magazine in their '2012 Tri Guide.' In fact, the Musselman Magazine has been cited by international publications at least a dozen times through the years!

National recognition by multisports' leading publications is a feather in the cap of our race; everything that we do, however, would not be possible without the support of the many local and regional media outlets who have covered us throughout our 12 year history. We sincerely appreciate every column inch and television segment, for it is your attention which brings the attention of the region to our race, as well as our efforts to bring our region to the attention of the world through the world of multisport racing.

This is our 2016 Media Guide. In it you will find information about this year's event, including schedule info, venue info, and links to relevant social media pages and other important pages on our website.

We hope you will find this useful as you cover our race. Please contact me if there is any additional assistance I can provide.

Again, thank you for any coverage of this event your media outlet provides. Hope to see you in Geneva in July.

Regards,

C. D. Henderson
Coordinator, Public Relations & Media
Musselman Triathlon
800-915-6960 Phone
407-442-2790 Fax
pr@musselmantri.com





Media Contact

Please direct all media inquiries to:

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1-800-915-6960
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Twitter

Journalists are encouraged to follow the official Twitter account: @musselmantri.

Storify

The link to our official Storify, compiling Musselman-related social content from Facebook, Twitter, and Instagram, will be announced via our Facebook page and Twitter account throughout race weekend.

Press Releases

Media kits and press releases are available online at musselmantri.com/media. In addition, the official media guide will be distributed via email, and press releases via fax and email, in the weeks leading up to race weekend. Please contact us to be included on the distribution list.

Media Credentials

Credentials providing access to all areas, including any off-limits portions of the race site, as well as access to race winners, will be provided to accredited media, if needed. For most areas, however, credentials are not required.

In addition, background information, including athlete 'bib' numbers, will be provided to accredited media, by request, on race day. Please contact us at pr@musselmantri.com in advance of the race.

Photographers

Motorcycle transportation for the Musselman Triathlon may be made available to accredited media by request. Please contact us no later than June 30 to reserve a motorcycle escort, if desired.

'Bib' numbers will be provided to photographers upon request - contact pr@musselmantri.com ASAP to request a packet.

Spotlight Stories

Looking for story ideas? Peruse this and future media packets for 'spotlight stories,' descriptive narratives of race participants. With hundreds of swim caps bobbing in the water on raceday, it's all too easy to forget that there are individual stories to tell; we attempt to tell some through our media and social media outreach efforts.

For information on any story ideas you read here, as well as any other stories about the Musselman Triathlon you wish to cover, please contact:

pr@musselmantri.com
or toll-free at
1-800-915-6960
musselmantri.com/media

Race Results

Results will be posted online at score-this.com as soon as they are available after each race. Results will also be distributed, with accompanying press release, via fax and email on both Saturday and Sunday night.

To be included in the results distribution please contact pr@musselmantri.com.



Timeline

Musselman Weekend 2016 is centered around four races: the Musselman Triathlon, the mini-Mussel sprint race, the micro-Mussel, and the Musselkids race.

Musselman Triathlon

1.2 mile swim | 56 mile bike | 13.1 mile run
Sunday, July 10 7:00 a.m.

mini-Mussel | Sprint Distance Triathlon

750 meter swim | 16.1 mile bike | 3.2 mile run
Saturday, July 9 9:00 a.m.

microMussel

100 yard swim | 0.6 mile bike | 0.2 mile-ish run Friday,
July 8 7:00 p.m.

MusselKids | The Kids Race

Two Age Groups: 6-10, 11-14
Friday, July 8 6:00 p.m. & 6:30 p.m.

Locations

The Musselman Triathlon is held at points in and around Geneva, NY. This page gives an overview on many of the locations making up Musselman Weekend.

Seneca Lake State Park | Geneva, NY

Seneca Lake State Park is located in Seneca County, on the border of Ontario County. The park is at the north end of Seneca Lake, and is located between Geneva and Waterloo on Routes 5 & 20. The park has one driving entrance, from Routes 5 & 20. Admission is free to journalists with their media credentials.

Admission & Parking. Parking at the state park costs \$7.00 per car, payable at the admission gate. Accredited media will be admitted to the park free of charge, with proper media outlet identification. Please use caution upon entering the park, as triathletes and vehicles share the same road in parts of the park; obey posted speed limits and law enforcement. Parking is available as space permits.

Lakefront Park | Geneva, NY

Lakefront Park is located in the City of Geneva, in Ontario County. It is adjacent to Seneca Lake State Park, on the west end of the state park, between the state park and the Ramada Geneva Lakefront Hotel. The entrance to Lakefront Park is off Hamilton Street.

Admission & Parking. Admission to Lakefront Park is free, and parking is available as space permits. On Friday this park will be the location for the microMussel and the MusselKids kids race. On Saturday/Sunday this park will be a part of the run course.

Hobart & William Smith Colleges | Geneva, NY

Hobart & William Smith Colleges are together a liberal arts college located in Geneva. Most events at the Colleges take place at the Field House/Sport & Rec Center, located on Hamilton Street (Routes 5 & 20).

Admission & Parking. Most Musselman events at the Colleges take place at the Sport & Recreation Center. This includes registration and the Multisport Expo. Free parking is available in an adjacent lot.

The City of Geneva

The City of Geneva (population 13,617) is located in Ontario County, along the Seneca County border. Geneva is approximately 45 miles from Rochester, Syracuse, and Ithaca. It is 60 miles from Elmira, and 100 miles from Buffalo and Binghamton.

Other Locations

Other venues taking part in the festivities include:

New Location! Registration

Geneva Recreation Complex
666 South Exchange Street
Geneva, New York 14456

Pre-Race Meal

Saturday, July 9 5:00 p.m. - 8:00 p.m.
Sons of Italy
31 Prospect Avenue, Geneva



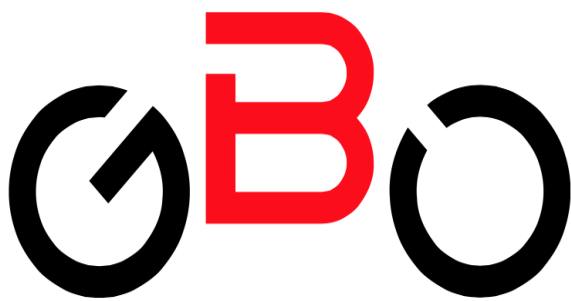


Sponsors

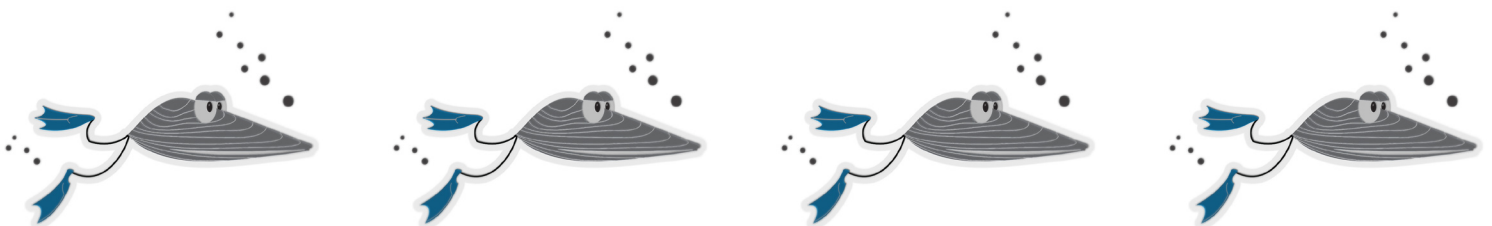
The Musselman Triathlon organizing committee would like to express appreciation to the following sponsors and supporters for everything they do for our event:

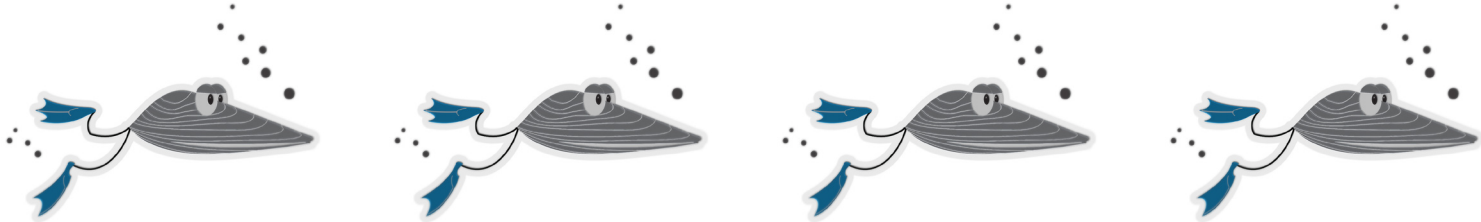
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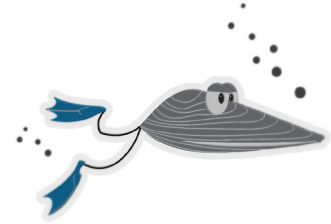
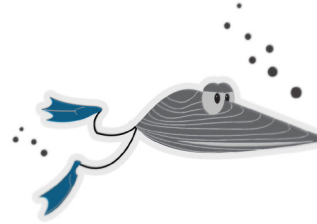
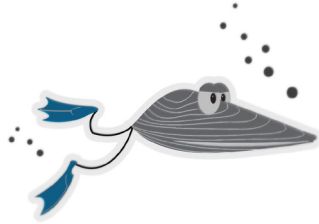
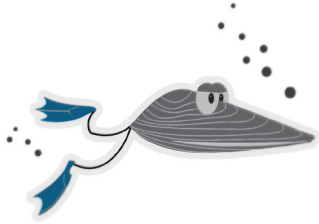
Since 1880 • An Employee Owned Company





...and more!



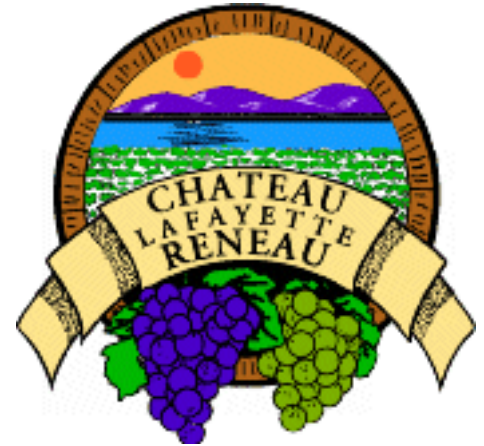


Winery Sponsors

The Musselman Triathlon takes place in the world-renowned Finger Lakes Wine Region. Thanks to the following wineries for sponsoring awards...



billsboro
winery



KNAPP

Winery & Vineyard Restaurant



ANTHONY ROAD
WINE COMPANY



Community Supporters

Special thanks to the following community supporters, as well:

The City of Geneva
Hobart & William Smith Colleges
Christian Motorcyclist Association
White Springs Fire Department
Ramada Inn Lakefront
Geneva General Hospital
Border City Fire Department
Geneva Recreation Department
Seneca Lake State Park
Seneca County Sheriff

New York State Police
Sampson State Park
Red Cross of the Finger Lakes
First Presbyterian Church
North Side Fire Company
Town of Geneva
Waterloo Rotary
Seneca County DOT
Dave Bunnell
& So Many More...

SCORE THIS!!!

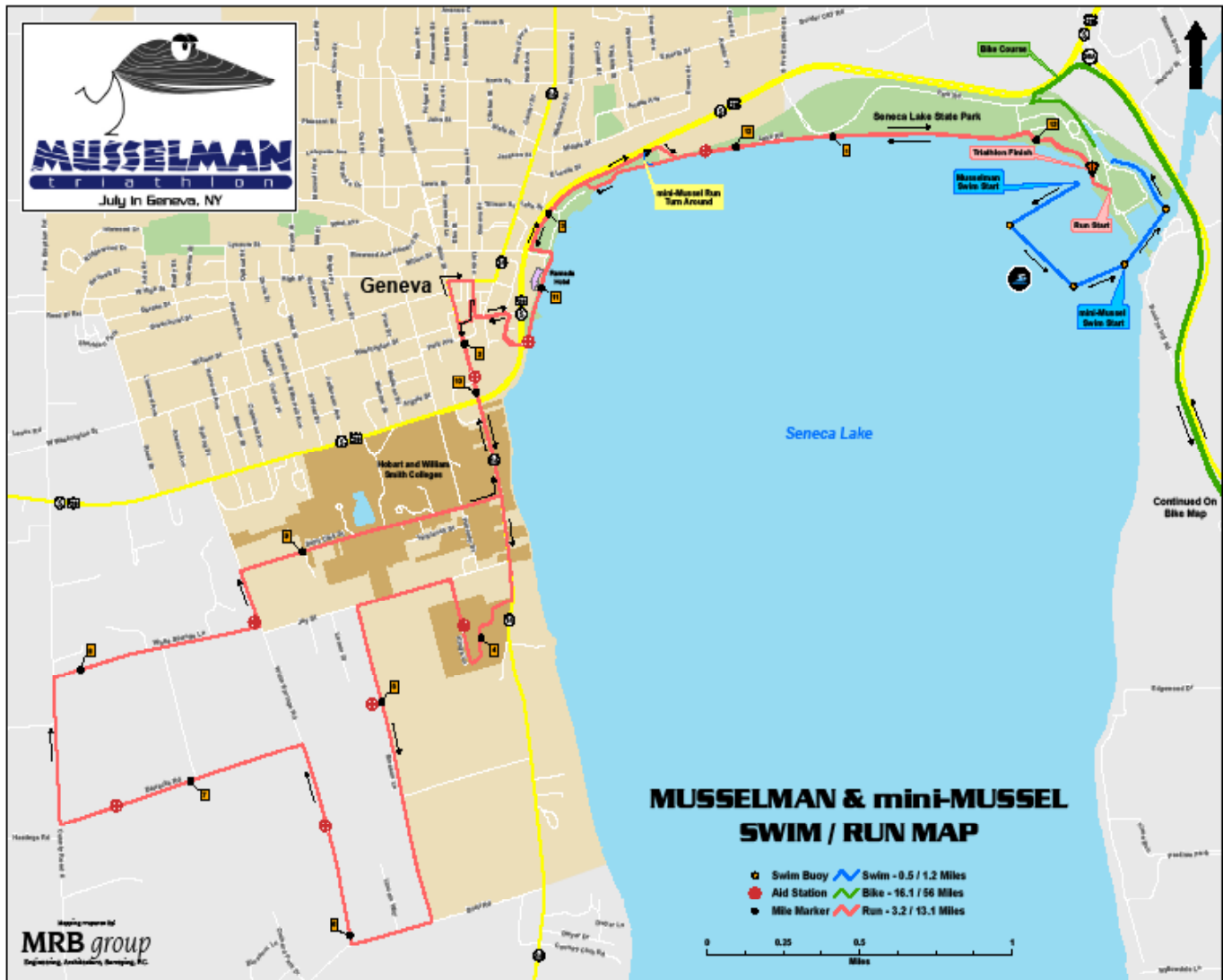
Musselman & Score This!!! Multisport Series Sponsors



Musselman Triathlon (Half) - Course Information

Sunday, July 10, 2016 - 7:00 a.m.

1.2 mile swim / 56 mile bike / 13.1 mile run



For more information on the Musselman half-iron course, visit our website:
<http://www.musselmantri.com/races/musselman.html>.

Interactive & Printable Maps for Swim/Bike/Run Courses
Interactive Elevation Profile
Participant List & Map for Half, DoubleMussel & Aquabike



**Live Tracking Available on Raceday!
Follow Us On Twitter for the Link!**



Legend

- Race Course (Main Loop)
- Race Course (Short Loop)
- Mile Marker
- City
- Town
- Lake

Maple Paved by
MRB group
 Engineering, Inc. 1000 North Seneca Ave.
 Seneca Falls, NY 13152
 Phone: 315.353.3333
 Fax: 315.353.3334
 Website: www.mrbgroup.com

mini-Mussel Triathlon (Sprint) - Course Information

Saturday, July 9, 2016 - 9:00 a.m.

750 meter swim / 16.1 mile bike / 3.1 mile run



For more information on the mini-Mussel sprint triathlon course, visit our website:
http://www.musselmantri.com/races/mini_mussel.html.

Interactive & Printable Maps for Swim/Bike/Run Courses
Interactive Elevation Profile
Participant List & Map for Half, DoubleMussel & Aquabike

Live Tracking Available on Raceday!
Follow Us on Twitter for the Link!



microMussel (Super Sprint) - Race Information

Friday, July 8, 2016 - 7:00 p.m.

100 yard swim (or so) / 0.6 mile bike / 0.2 mile run (or thereabouts)

Lakeshore Park

Tricycles & Big Wheels Welcome!



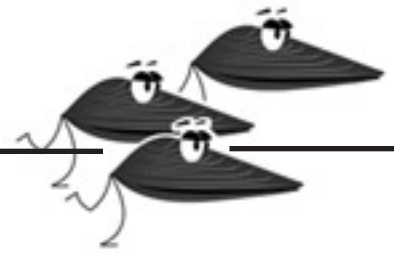


MUSSEL

triathlon



mussel-Kids Race - Race Information




Friday, July 8, 2016 - 6:00 p.m. (ages 6 - 10); 6:30 p.m. (ages 11 - 14)
Lakeshore Park




MusselKids Triathlon

Every single member of the family can participate in Musselman Triathlon Weekend. Join us for MusselKids on Friday evening!



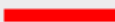





(Note: Older kids will do two laps of the bike course. Younger kids will do one.)

 Registration

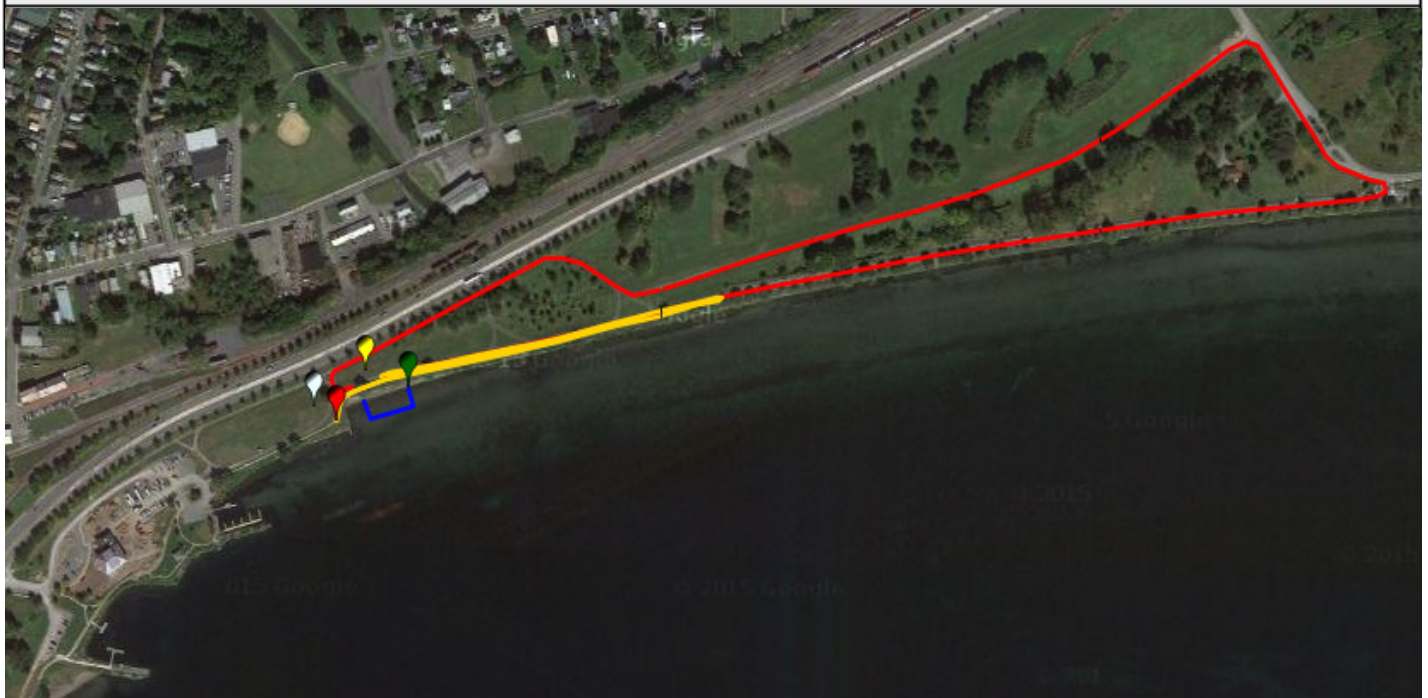
 Transition Area

 Start

 Finish

 Swim	0.1 mi	GPX 
 Bike (all ages)	1.4 mi	GPX 
 Run (ages 6-10)	0.2 mi	GPX 
 Run (ages 11-14)	0.5 mi	GPX 

Google Earth kml distance markers





Here's A MusselStory!

Onni Peck, of Fairport, has always been an athlete. Despite being diagnosed with a progressive neuromuscular disease at an early age, Onni never saw any reason why she couldn't participate in any activity other members of her family were doing. Her parents, Michael and Donna Peck, did everything they could to make it happen.

While in elementary school in Massachusetts, Onni participated in hippotherapy, which is an equestrian form of physical therapy.

"Onni thoroughly enjoyed this," says father Michael. "She was even invited to participate in the Equestrian Special Olympics."

Onni medaled in regionals and was invited to the state-level competition, medaling there as well. After moving back to Rochester, Onni participated in the Empire State Games and other events, until her disease left her unable to continue with the sport.



Michael Peck had been participating in triathlons for several years. Much of his training had been with Onni in tow, including cycling on the Erie Canal with Onni in her Wike bicycle trailer. Over the previous year, Onni and Michael completed several 5K running events.

"One day I asked her if she'd like to do a triathlon, and she grinned from ear to ear," Michael recalls.

Michael emailed Team Hoyt, the world-famous father-and-son triathlon duo, inquiring as to what equipment the two use for the swim portion of their events.

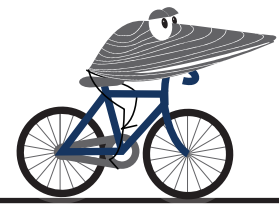
"Team Hoyt not only provided some valuable information regarding the boat and tow rope, but they put us in touch with Jeanna Mogauro," says Michael. Mogauro is the president of the Western New York chapter of Team Hoyt sister organization "Ainsley's Angels" (www.ainsleysangels.org), a sister organization to Team Hoyt. Ainsley's Angels pairs teams like Michael and Onni, and Mogauro gave them tips and encouragement.

Onni and Michael practiced their swimming in the Perinton Recreation pools and Canandaigua Lake while family friend Marie Boudreau-Ninkov took Onni on training runs. When they were ready, Michael and Onni signed up to complete their first-ever triathlon, the 2015 mini-Mussel.

"Michael and Onni did the race with very little fanfare," remembers Musselman Triathlon race director Rich Clark. "It was just two triathletes out on the course - but all weekend long, people were buzzing about how inspiring the sight of these two was."

"Rich Clark and the entire Score-This!!! staff were very accommodating, very welcoming," says Michael. "Onni had a great time at the event. Everyone who saw Onni on the course said they knew she was having a great time by the huge smile on her face!"

Richard and Onni will compete their second



Onni's First Triathlon



Photos Courtesy Lauren Long Photography & Jan Regan Photography



pr@musselmantri.com
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