



FOR IMMEDIATE RELEASE

OFFICIAL CHARITY PARTNERS ANNOUNCED FOR 2016 ESCAPE FROM ALCATRAZ™ TRIATHLON

SAN FRANCISCO, Calif. – (January 25, 2016) – The Challenged Athletes Foundation® (CAF), LIVESTRONG Foundation, Michael J Fox Foundation, Multiple Myeloma Research Foundation (MMRF), Real Options for City Kids (R.O.C.K.), Save the Children and the Travis Manion Foundation have been named the official charity partners of the 2016 Escape from Alcatraz Triathlon. From supporting cancer patients to providing less fortunate children with fitness opportunities, athletes will compete to raise funds and awareness for a variety of important causes at the 2016 Escape from Alcatraz Triathlon.

“For three years our partnership with the Escape from Alcatraz Triathlon has helped the LIVESTRONG Foundation stay on course to serve thousands of cancer patients and survivors,” said LIVESTRONG Fundraising and Events Manager Robert Ramos. “We are so appreciative of all the devoted Team LIVESTRONG participants and wish them the best of luck as they swim, run and ride to improve the lives of people affected by cancer now.”

All partner charities will all have coveted race slots available to the public, each with its own fundraising requirements to help raise money on behalf of the charity. Interested supporters are encouraged to reach out to the charity closest to their heart for more information on becoming a team participant early as spaces fill up quickly. The deadline to participate on behalf of a partner charity is March 7.

“Partnering with the Escape from Alcatraz Triathlon over the last six years has made a significant impact on our overall fundraising efforts and we are grateful to be locked in as a partner charity moving forward,” said R.O.C.K. Executive Director Curt Yagi. “As a small, San Francisco-based nonprofit organization with a focus on active-based learning, the Escape from Alcatraz Triathlon Charity Partner program has been and will continue to be a great way to gain exposure to an entirely new group of people and raise money in a way that is aligned to our mission.”

Official charity partners for this year’s Escape from Alcatraz Triathlon include:

[Challenged Athletes Foundation® \(CAF\)](#) – The CAF is the world leader in helping people with physical challenges lead active, healthy lifestyles. CAF believes that participation in physical activity at any level increases self-esteem, encourages independence and enhances quality of life. Since 1994, more than \$70 million has been raised and more than 11,000 funding requests from people with physical challenges in all 50 states and dozens of countries have been satisfied. CAF’s mission is clear: give opportunities and support to those with the desire to live active, athletic lifestyles.

[LIVESTRONG Foundation](#) – Secure an entry through Team LIVESTRONG and cross the finish line for something bigger than miles. As a member of Team LIVESTRONG, fundraising efforts will help the Foundation provide free programs and services for people currently affected by cancer. Helping cancer survivors and their loved ones has been the organization’s

goal from day one. LIVESTRONG believes in putting the patient first, and that is why they created tools and resources to help ease the challenges of a cancer diagnosis. Participation with LIVESTRONG ensures no one will have to fight cancer alone.

[Michael J. Fox Foundation](#) – The Michael J. Fox Foundation is dedicated to finding a cure for Parkinson's disease through an aggressively funded research agenda and to ensure the development of improved therapies for those living with Parkinson's today. Each year, thousands of community members worldwide turn their passions and interest into unique fundraising events and athletic feats as a part of Team Fox, the foundation's grassroots fundraising program. Over the last 10 years, Team Fox members have raised over \$45 million to speed a cure for Parkinson's.

[Multiple Myeloma Research Foundation \(MMRF\)](#) – The MMRF is a game-changing cancer research organization that is breaking down barriers and leading the way to cure cancer now. Multiple myeloma is, at this time an incurable blood cancer. Their goal is to change that. The MMRF's research model which demands collaboration and opens data worldwide, has helped triple the life expectancy of myeloma patients in just 12 years, while also accelerating and developing treatments that are being explored for 30 other cancers. The MMRF has raised over \$300 million since it was founded in 1998. An outstanding 90% of all funds raised go to cancer research.

[Real Options for City Kids \(R.O.C.K.\)](#) – R.O.C.K. is an award-winning nonprofit organization providing San Francisco children with positive opportunities. R.O.C.K. offers sports and fitness, community service, learning enrichment, leadership training and outdoor adventure programs for girls and boys ages 6 – 17 who need it the most. The mission of R.O.C.K. is to nurture the healthy development of children by listening attentively to their needs and providing opportunities to those who might not otherwise have access.

[Save the Children](#) – Save the Children is an international children's relief organization coming up on its 100th birthday! By fundraising with this charity, triathletes will help provide children with what they deserve – a healthy start, the opportunity to learn, and protection from harm. Working in more than 120 countries including the United States, Save the Children focuses on programs involving literacy, health & nutrition, hunger, and so much more. Racing with them means bringing a better future to children here at home and around the world.

[Travis Manion Foundation](#) – Shortly after the death of 1st Lt. Travis Manion in Iraq on April 29, 2007, the fallen Marine's mother, the late Janet Manion, founded the Travis Manion Foundation (TMF) to assist our nation's veterans and families of the fallen. TMF engages with veterans and families of the fallen in all stages of their personal journeys and offers them unique opportunities to empower them to achieve their goals.

Top triathletes from around the globe will take over the streets and waters of San Francisco for the 2016 Escape from Alcatraz Triathlon on Sunday, June 12. Showcasing the beauty of San Francisco, triathletes will embark on a 1.5 mile swim from Alcatraz Island to the shoreline of Marina Green, an 18 mile hilly bike ride through the Presidio and an eight mile trail run out to Baker Beach and up the infamous Sand Ladder. Fans can experience the excitement at the Marina Green where they can see the swim start and end, the athlete transition area and finish line. For additional information, visit

www.escapefromalcatraztriathlon.com or follow [@escapealcatraztri](#) on Instagram, [@escapealcatraz](#) on Twitter and www.facebook.com/EscapeAlcatrazTri on Facebook.

About IMG

IMG is a global leader in sports, events, media and fashion, operating in more than 25 countries. The company represents and manages some of the world's greatest sports figures and fashion icons; stages thousands of live events and branded entertainment experiences annually; and is the world's largest independent producer and distributor of sports media. IMG also specializes in sports training; league development; and marketing, media and licensing for brands, sports organizations and collegiate institutions. In 2014, IMG was acquired by WME, the world's leading entertainment agency, to form WME | IMG.

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