



MUSSELMAN

triathlon

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Musselman Triathlon named one of world's "Family Friendliest" by *Triathlete* magazine

The Musselman Triathlon has been named one of the world's "Family-Friendliest Races" by *Triathlete* magazine in its March 2010 issue. Citing integral race elements like community involvement, a marquee kid's race, and a broad slate of family-oriented weekend activities, the event joined four other standout international triathlons in earning the distinction.

This was the second consecutive accolade from *Triathlete*, which named Musselman the country's "Most Family-Friendly Race" in 2009 as well.

The Musselman made its debut in 2004 and will be held for the seventh time on July 9-11, 2010 in Geneva, New York. Organizers made a commitment to a family-centric event from the outset, pledging to include activities for all ages throughout the event weekend. In recent years the event has been named an Editor's Pick by *Inside Triathlon* magazine and one of "21 Must-Do Triathlons" by *Bicycling* magazine. The event was also chronicled in the fall issue of USA Triathlon's *Triathlon Life* magazine and awarded a Pan American Cup race in 2007-2008 by the International Triathlon Union, the international governing body for the sport.



Family activities span the three-day Musselman weekend and are collectively dubbed "MusselFest." Friday evening kicks off with microMussel, a super-sprint-distance triathlon accompanied by live music and ice cream. Saturday starts with the mini-Mussel sprint triathlon, followed by family kite-flying in Seneca Lake State Park. From 10am to 10pm, the unique "Arts Triathlon" takes place in downtown's Smith Opera House, with dancers, painters, and composers creating new works in front of a live audience. Saturday afternoon includes a giant paint-by-number drawn on a downtown building by Jef Mallett, a syndicated cartoonist and creator of the *Frazz* comic strip. Sunday, athletes enjoy post-race food and live music following the half-iron-

distance race. Last but not least, the MusselKids triathlon allows children age 6-13 to swim, bike, and run through the state park.

The same issue of *Triathlete* magazine recognizes the Freshwater Trust Portland Triathlon as the world's "Greenest Race," topping an international list of ten environmentally-responsible events. Both the Musselman and Portland Triathlon are directed by Jeff Henderson, a USAT Level II Certified Race Director.

More information about the Musselman Triathlon can be found at www.MusselmanTri.com.