

We are now only days away from our 5th Anniversary Beach Bash Edition of Life's A Beach Triathlon Sarasota! We are looking forward to a great time on Saturday morning at Lido Beach—we hope you are as well. Remember, this is a fun triathlon and we have a large number of first-timers out there—please chillax, be happy and be helpful. We want to spread the good karma and for everyone to have a great experience out on the beach!

We know there is a lot of information in this email, but please read it all closely. It will make for a much smoother experience for everyone. Thanks!

ATHLETE CHECK-IN

We'll have athlete check-in the night (Friday) before the event from 4pm-8pm at the main event area/transition area at Lido Beach. We'll also have a DJ to set the mood and will let you know about any of the drink or food specials any of the local restaurants might throw our way. First 100 get a Life's A Beach Water Bottle! And, we have a raffle just for our Friday check-in people!!! Some of the raffles include four \$25 Fit2Run gift cards, a couple of LAB Tri tote bags with goodies, a few cases of Celsius and a couple of free entries to Life's A Beach 2017 and some of our Endeavor Racing trail runs.

We'll also have athlete check-in on Saturday morning (race morning!) from 6am-7:30am. And, even though you may have a later start wave, you still need to have checked in and set up your bike and gear in the transition area before the transition area closes at 7:45am.

WANT TO PICK UP SOMEONE ELSE'S PACKET ON FRIDAY?

We'd love you to! The more people that check in on Friday, the easier things will go for everyone on Saturday morning. What do you need to bring along? We recommend bringing a signed waiver (or a copy of the signed waiver) from the people you are picking up for. You can find the needed waiver at: <http://www.lifesabeachtriathlon.com/images/WAIVER%20Life's%20A%20Beach.pdf>

OUR TRANSITION AREA

Our transition area is where you store your bikes, helmets and running gear. We will have actual triathlon bike racks as well as space where you can set up bikes with kickstands. Some people will keep towels, a change of clothes, drinks and snacks in their spot. Remember, don't set up a campsite and be courteous and mindful of other people's space.

Only racers (and staff and certain volunteers) are allowed in the transition area—no pets, no helpers, no spectators or groupies. **You must be wearing your race bib number and you must have already affixed your bike number to your bike in order to put your stuff in the transition area on Saturday morning.** Transition will be open Saturday morning from 6am-7:45am. All bikes and gear must be inside by 7:45am and all racers must be out.

When you go to recover your bike after you are finished with the race, please **be sure to be wearing your bib number and leave the bike number on the bike until you exit.** We will have volunteers checking the number on your bib with the number on the bike—we want to make sure you are getting your bike and no one is taking yours!

BIKE HELMETS

We don't like a lot of rules, but we do like to keep our participants intact (and listen to our insurance company)—so, **HELMETS ARE REQUIRED ON THE BIKE SECTION OF THE COURSE**. Be sure you have one to wear. Be sure you have it on before you mount your bike and start riding.

EVENT PARKING

For athlete check-in on Friday you can park in the large, main parking lot at Lido Beach (just to the north of the main event area/pool/concessionaire). You can also park along Ben Franklin Dr, but do not park in the spaces on the southbound (beach) side overnight as that is part of the bike course and your vehicles will be towed Saturday morning.

On race day, if you are staying close by, we recommend riding/walking your bike and gear over to the race site. If you are not staying close by, please park only in the main large parking lot at Lido Beach (again, just to the north of the main event area/pool/concessionaire) or on the street (in designated spaces) on the northbound (non-beach) side of Ben Franklin Dr. We highly recommend getting to the race site early enough to get into the main parking lot before we start to close down the portion of Ben Franklin Dr we use for the bike course (usually by 7am). If you don't make it there by then, you will have to navigate the back roads to get to the main parking lot.

Here is a link to more information on road closures/parking closures for the event:

<http://www.lifesabeachtriathlon.com/images/SARASOTA%20IMAGES/ROAD%20AND%20PARKING%20CLOSURES%20SRQ%202016.pdf>

WEATHER CONTINGENCIES

Last year we had some serious threatening thunderstorms that were moving into the area—so, we compressed the time between start waves so that everyone could get on and off the course before any lightning or heavy rains moved into the area making conditions unsafe. This is always a possibility with our Florida weather. If this appears to be the case, please stay close to the main event area so that you can hear announcements if there are any changes in the schedule.

SPONSOR UPDATE

We have some great sponsors as part of the event this year: Michelob ULTRA and Gold Coast Eagle Distributing, Daiquiri Deck St. Armand's Circle, SunFresh Produce, Orange Theory Fitness, Celsius, Visit Sarasota, Fit941 Magazine, IcePODZ, Edible Sarasota, Fit2Run—Downtown Sarasota, YouFit, Molly Dots Jewelry, Total Air and Endeavor Racing. Please thank them for their support by patronizing their businesses.

We also wanted to note that Whole Foods did not sponsor us this year. But we wanted to say “thank you” to them for their past four years of support and to let you know that we won't have bagels and peanut butter as a pre-race snack. We were unable to secure another sponsor to provide that this year? So, be sure to eat up some breakfast before the race ;-)

WALK-UP REGISTRATIONS

The 8am Extreme wave is sold out. We will not have walk-up registrations for the Extreme wave. We will have a limited number of walk-up registrations for the “traditional race” but ask that you come on Friday evening during athlete check-in from 4pm-8pm to register. The cost for walk-up registration will be \$85.00.

SOCIAL MEDIA/UPDATES/ETC

If you are on Facebook, please check us out at: www.facebook.com/LifesABeachTriathlon. Facebook is a great place to ask questions, look for updates or post fun photos of you training or making costumes for the event. Our event page for the 2016 Sarasota race is:

<https://www.facebook.com/events/482794435214703/> You can also follow us on Twitter: @LifesABeachTri.

VOLUNTEERS

We are still in need of volunteers on race day, September 10. We can use small groups and individuals to help out. Please have anyone you think might be interested email us ASAP at vol@lifesabeachtriathlon.com.

RACE PHOTOS

EventMugShots will again be doing our race photos in Sarasota. This year, you are eligible for FREE web-sized downloads from the event! And, you will also have the opportunity to buy some higher quality images to capture your bodacious good times on the beach!

Finally, feel free to ask any questions you might have (email is always the best way to reach us). We know we have a lot of first-timers out there and we are happy to help you figure things out ;-). Please be patient waiting for a response as we will be out at the race site starting tomorrow (Thursday) and will be working hard to start setting up the course.

Kip

Kip Koelsch
The Big Kahuna

Life's A Beach Triathlon

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