



REVOLUTION3, in conjunction with Sarasota County Sports Commission, presents the Florida HalfRev Triathlon Sunday, October 28, in Venice. Professional and amateur athletes will compete in a 70.3-mile swim/bike/run endurance race. The athletes are competing for a \$50,000 prize purse, as well as for the win of the Rev3 Race Series – a \$100,000 prize.

Sharky's on the Pier and Maxine Barritt Park on South Harbor Drive are the main locations for pre- and post-race events, the start/finish and transition areas, and other fun events.

The athletes begin with a 1.2-mile swim in the blue-green waters of the Gulf of Mexico. Athletes then transition to their bikes and make their way from Venice, in a single 56-mile loop, through South Venice to Manasota Beach Road, through Englewood and North Port before returning to Venice. A 13.1-mile, 2-loop course run from Sharky's Restaurant to Casperson Beach and onto the Venetian Waterway Trail will complete the race. Other activities for the athletes, their families and our community will be scheduled throughout the weekend.

This event is expected to have significant economic impact by bringing up to 4,000 visitors to our area. Major media outlets such as NBC, CBS, ABC and FOX will cover the event. The coverage will culminate in a one-hour, nationally syndicated TV show, to air in the spring in major markets throughout the U.S. Increased race participation and visitor growth is anticipated in subsequent years.

We will soon begin recruiting for hundreds of volunteers to serve at aid stations and act as course monitors to ensure the athletes have a great and safe race. We encourage you to mark your calendar so you can gather your family and friends to cheer on the athletes as they make their way through your community. You may be on TV!

There will be some impact on our communities on race day due to limited road and drawbridge closures throughout the bike course. We will distribute detailed information related to these closures as planning progresses and as we get closer to the event.

For more information, view the attached presentation. For detailed course maps, go to <http://rev3tri.com/florida/florida-news/>.

Please direct volunteer inquiries to Candice Roberts, Rev3 Local Volunteer Coordinator, at crobertsrev3@gmail.com. Direct all other media and race questions to Jason Puckett, Director of Sports, Sarasota County Sports Commission at jpuckett@visitsarasota.org.