

# Seafair

## Triathlon



On your mark, get set, GO! Plunge into Lake Washington for the annual Seafair Triathlon, the largest co-ed triathlon in the Northwest with more than 2,500 participants.

Professional and amateur triathletes alike compete in this sprint-distance triathlon that includes a 1/2 mile swim, a 12 mile bike and a 3.1 mile (5K) run. There's also a kids triathlon for ages 6-12 to try out this great sport and have fun, too. With more than 4,000 family and friends lining the route to cheer, the Seafair Triathlon is a morning filled with the energy and excitement of personal achievement.

- **Adult Route** 1/2 mile swim in Andrews Bay  
12 mile bike across the I-90 bridge  
3.1 mile run in Seward Park
- **Kids Route** Dashers — 100 yard swim, 1.5 mile bike, .4 mile run; Splashers — 50 yard swim, 1 mile bike, .2 mile run
- **Expo** Saturday, July 18
- **Attendance** 2,500 participants plus 4,000 spectators
- **Promotion** Retail, television, radio, print, editorial, website
- **Television Partner** KIRO 7 (CBS)
- **Charity Benefit** Autoimmune disease research at Benaroya Research Institute at Virginia Mason Medical Center



### Event Demographics

Average annual attendance:  
2,500 triathletes, 350 kids,  
4,000 spectators

<b>Gender</b>	Male	49%
	Female	51%
<b>Age</b>	16-24	15%
	25-34	35%
	35-44	28%
	45-54	16%
	55-64	4%
<b>Marital Status</b>	65+	2%
	Married	57%
	Single	43%
<b>Household Income</b>	< \$60,000	42%
	> \$60,000	58%



2200 Sixth Avenue, Suite 400 • Seattle, WA 98121  
(206) 728-0123 • [seafair.com](http://seafair.com)