



MEDIA CONTACT:

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All Tri Board of Directors
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All Tri Fact Sheet

Description: All Tri is a 501(c)(3) public charity that trains volunteers to complete a triathlon or marathon and coaches them to take advantage of the goal-oriented fitness program to raise money for a charity about which they are most passionate.

Objective: The mission of All Tri is “to inspire and prepare individuals to raise donations for the causes of their choice through achievements of personal fitness.”

History: All Tri was founded in late 2008 by a handful of volunteers who returned to Dallas after having completed a charity triathlon program for the Leukemia and Lymphoma Society’s Team in Training program. The founders’ idea was to take the L&LS fitness+philanthropy model and expand it so that individuals could get fit and use their social networks to solicit donations for *any* charity. In 2009, All Tri coached more than 40 individuals to complete an endurance athletic event and also helped these participants raise \$125,000 for 26 different non-profit organizations.

Organization: All Tri has no professional staff and is headed by a 12-member volunteer board of directors, including founders Randall White, Laura Reed Martin and Chris Garcia. All Tri does contract with a professional coach for each of its training semesters. For spring and summer 2010, All Tri’s triathlon head coach will be Sean Gassman, an Ironman triathlete and coach with the North Texas Triathlon club, Texas Triple Threat.

2010 Triathlon Program: All Tri hosts a season kick-off and information event at 10 a.m., Jan. 30, at Maggiano’s NorthPark, Dallas. Program participants will begin training on Feb. 6 for either a sprint- or Olympic-distance triathlon at the Capital of Texas Triathlon on May 31 in Austin or the San Francisco Triathlon, July 10-11.

Address: As a volunteer-powered organization, and to keep expenses low, All Tri does not have a physical address. It can be reached by mail at All Tri, P.O. Box 222195, Dallas, TX 75222-2195.

Web site: www.alltri.org

Phone: All Tri’s phone number is 214.946.9270

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