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Dallas fitness+philanthropy non-profit to launch 2010 program

In 2009, All Tri coached 40 volunteers to complete an endurance athletic event and raise \$125,000 for 26 other charities. Starting January 30, the non-profit will again coach budding philanthropists to raise funds for the causes of their choice as they train for triathlons in Austin and San Francisco.

Dallas, Texas, January 4, 2010 – Last year, it helped more than 40 Dallas-area residents become triathlon fit. Through its innovative social-media approach to raising funds, it also generated more than \$125,000 for 26 Dallas-area charities.

Now the area's newest trend in fitness philanthropy is poised to launch its 2010 training cycle. This year's goal: motivate those who seek to do good to complete triathlons in Austin and San Francisco.

All Tri debuts its 2010 season with an information session at 10 a.m. on Jan. 30 at Maggiano's NorthPark. Sponsors for this year's event include REI, The Bike Shop, Dallas Watersports Complex, Fit2Race, Sowell & Co., Montgomery Coscia Greilich LLP and Elettore.

Like other programs out there, All Tri helps coach individuals to successfully complete endurance events. But unlike any other program in the country, All Tri directs the funds those individuals raise to whatever charity each athlete chooses.

As a result of All Tri's 2009 campaign, organizations as far-ranging as the Alzheimer's Association, Big Brothers/Big Sisters, the Children's Organ Transplant Association, the Friends of Fair Park and the SPCA of Texas all have more funds to help those people who rely on their services.

All Tri is also unique in that it coaches participants on how to use social media, and other innovative tools, to raise funds among friends who share their passion.

"I have a hard time sticking to training programs on my own," says Dallas resident Carol Wattenbarger, who raised more than \$2,500 for the Alzheimer's Association through All Tri's 2009 program. "But the accountability that comes with training with a group, and raising money for a cause very close to my heart, made it easy to reach both my physical and fund-raising goals."

Registration in All Tri is \$150. The fee covers at least four months of professional swim, bike and running training, along with coaching on fund-raising techniques.

Participants provide their own bikes and work-out gear. All Tri covers the race entries, team attire and travel expenses of all participants who reach the minimum fund-raising goals for their causes.

Other area organizations that benefited from All Tri's 2009 athletes include Angel Flight, CONTACT Crisis Line, the Dallas Wind Symphony, Gilda's Club of North Texas, the Gladney Center for Adoption, the National Multiple Sclerosis Society and Paul Quinn College, among others.

"When we formed All Tri, our goal was to use it as a forum for spreading good as far and wide as possible," says Randall White, co-founder of the organization. "Participants can donate the funds they raise to whatever 501(c)(3) non-profit they care about, whether that be a neighborhood association, an arts organization, a wellness-related group or a group committed to battling hunger or homelessness."

Sandy Rollins, executive director of the Texas Tenants' Union, saw the benefits of All Tri from both sides of the coin. The union received more than \$4,000 in funds when Sandy and her daughter Emma Fullinwider competed in the 2009 Dallas White Rock Marathon, after receiving coaching from All Tri.

"In just four and a half months, this 52-year-old woman went from never having run to completing a half-marathon with a smile on my face," Rollins says. "My cholesterol went from good to excellent after two months of training."

"And thanks to All Tri, we learned how to expand our funding base by approaching new donors ... and received many first-time donations as a result."

Athletes and charities can get additional information about All Tri's 2010 training program, and RSVP for the Jan. 30 kickoff event, at www.alltri.org.

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About All Tri:

Founded in 2008, All Tri is a volunteer-powered 501(c)(3) public charity that trains other volunteers to complete a triathlon or marathon. All Tri also coaches its program participants to use the goal-oriented fitness program to raise money for the causes of their choice.