



Hampton

CONVENTION & VISITOR BUREAU

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Life's a Beach Triathlon Returns to Buckroe Beach June 9

--Catch the 'new wave of triathlon' with this unique event aimed at fitness....and fun!--

Hampton, VA- On Saturday, June 9, head to Hampton, Virginia for the 6th anniversary of the Life's a Beach Triathlon. The Endeavor Racing, LLC racing event will take place at Buckroe Beach beginning at 8:00 a.m. The triathlon is expected to draw over 500 participants from across the eastern seaboard.

“We strive to break down the barriers most people encounter when they consider attempting a triathlon,” said Life's a Beach Triathlon Founder Kip Koelsch. “The Life's A Beach Triathlon does that first with manageable distances. We allow participants to use ‘aids’ on the swim-boogie boards, fins, even inner tubes. There is no need for a special racing bike- most people use beach cruisers or mountain bikes. We've even had an adult tricycle decorated as a 15-foot shark! I'm excited to be back in Hampton for our sixth year and proud of the following we've built for ‘fun triathlon that almost anyone can finish.’”

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According to Koelsch, Life's A Beach encourages people to “catch the new wave of triathlon,” with its unique take on a sport most people often associate with grueling training regimes and expensive, high-tech equipment. The Life's A Beach swim is 200 yards of “Almost Anything Goes,” with racers allowed to use boogie boards, swim fins, mask and snorkels, water wings, and almost anything else to help them feel comfortable and have fun. The bike portion of the race is only five miles and is for fat tire bikes ONLY—beach cruisers and mountain bikes—as some courses may actually involve stretches of beach riding. The two-mile beach run is laid back and includes some of the Life's A Beach challenges—obstacles to break up the run in a fun way.

Every registrant will receive a Life's a Beach Triathlon shirt, temporary tattoo, themed finisher's award, and a post-race drink and snack.

In addition to this year's triathlon, there will also be a free Hatchling Dash Kids Run. Children (not limited to children of racers) can register at the main check-in tent on Friday, June 8 or Saturday, June 9, however, parents must sign a waiver in order for their child to participate. The course is approximately one mile with two obstacles to negotiate. Every child will receive a lei at the finish line.

Schedule

Friday, June 8

3:30 p.m. - 7:30 p.m. Racer Packet Pick-Up at Buckroe Beach

Saturday, June 9

6:00 a.m. - 7:45 a.m. Racer Packet Pick-Up
6:15 a.m. - 7:45 a.m. Transition Area Open/Bike Check-In
8:00 a.m. First Starting Wave!
9:00 a.m. Live Music Jammin'

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10:45 a.m. Hatchling Dash
11:15 a.m. Awards Ceremony

*Bodacious Beach Bash After-Party: Starts as soon as the first racer finishes
Downtown Hampton After After Party- Details TBA*

Event Distances

Almost Anything Goes Swim- 200 Yards

Fat-Tire Bike- 5 Miles

Beach Run- 2 Miles

Registration Cost

Life's a Beach Triathlon

\$83

\$90 Day of event

**Online registration closes May 30, 2018 at 11:59 p.m. Limited day-of event registrations may be available. No refunds on entry fees.*

Awards

- Top Dude and Dudette overall
- Top Dude and Dudette in each age group
- Top Slacker (male and female) in each age group
- Top Slacker (male and female) overall
- Most Bodacious Bike Decorating
- Coolest Costume

Age Groups

- 9-14
- 14-19
- 20-24
- 25-29
- 30-34
- 35-39
- 40-44
- 45-49
- 50-54
- 55-59
- 60-64
- 65-70
- 70+

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Location

Buckroe Beach
North First Street
Hampton, VA 23663

For more information on the Life's a Beach Triathlon, check out www.lifesabeachtriathlon.com. For further details, including registration of the Hampton event, go to <https://www.active.com/hampton-va/triathlon/races/life-s-a-beach-triathlon-hampton-2018>.

Endeavor Racing LLC is a Florida-based producer of multisport and off-road adventures - trail runs, adventure races, off-road triathlons, and “New Zealand-style” multisport races. Endeavor Racing believes in providing the opportunities for you to “dare greatly.” For seasoned athletes, “daring greatly” might mean pushing their limits in a challenging trail marathon or a 24-hour adventure race; but, for many, it will mean just toeing the line at a 4-mile trail run or one of our sprint distance multisport races. With that in mind, it's Endeavor's goal to provide you with an “arena” where you can dare greatly or strive valiantly while embracing a healthy lifestyle.

Partially bordered by the Hampton Roads harbor and Chesapeake Bay, Hampton, with the 344,000 sq. ft. Hampton Roads Convention Center and the award-winning Hampton Coliseum, is located in the center of Coastal Virginia and the Hampton Roads metropolitan area. Hampton is the site of America's first continuous English-speaking settlement, the site of the first arrival of Africans in English North America, and is home to such visitor attractions as the Virginia Air & Space Center, Fort Monroe National Monument, Hampton History Museum, harbor tours and cruises, Hampton University Museum, The American Theatre, among others.

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