



**SheROX Women's Triathlon
Fairmount Park, Philadelphia
Sunday, August 3, 2008**

The 2nd Annual SheROX Women's Triathlon takes place in Philadelphia's Fairmount Park. The 100% closed course includes a .9K Swim, 24K Bike and 5K Run followed by a post-race celebration with an awards ceremony, music, food, drink and lots of Philadelphia fun. Proceeds benefit the Teal Ribbon Ovarian Cancer Research Foundation.

Pricing Range: Begins at \$5,000

Attendance: 1,500 athletes, 5,000 spectators

Demographics: Predominantly women, 35+, higher income \$75,000 up, Family Oriented

Time: Race 8am-9:30, post-race festivities until Noon.



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