

August 21, 2018

**FOR IMMEDIATE RELEASE**

## 6th Annual Capt Hiram's River Challenge Triathlon: Swim, Bike, Run to Benefit our Indian River Lagoon

Sebastian, Florida

Contact: Sam Vash

772-581-6179 | [svash@hirams.com](mailto:svash@hirams.com)

On November 18th, 2018- the sleepy fishing community of Sebastian, Florida will be filled with triathletes of all ages and skill levels as Capt Hiram's Resort hosts its **6th Annual River Challenge Triathlon**. The race is a fantastic opportunity to bring the family and participate in an exciting community event benefiting one of our most valuable local treasures, the Indian River Lagoon.

*"This race holds a special place in my heart. It is a mini-triathlon, dreamed up six years ago as a fun way to contribute to keeping our Indian River Lagoon in good health. We believe it is a fight worth fighting and that it really should be a priority for everyone who enjoys the water and the animals that live in it. We have introduced countless people to our little stretch of paradise through this race, many of whom have become strong activists for our cause. We are proud of our accomplishments so far, but there is still so much more to be done. If want to be part of the solution, get involved locally. The Capt. Hiram's River Challenge is a perfect way to get started."* – Will Collins, President of Capt Hiram's Resort

Growing rapidly in participation and fundraising, the River Challenge was created to raise awareness and benefit the overall health of the Indian River lagoon. Our lagoon faces serious issues, including diminishing seagrass and populations of sea life, which are essential to its ecosystem. Careful monitoring and management are vital to the lagoon's future.

The River Challenge has been highly successful, raising \$15,000 over the past five years. Proceeds directly benefit the lagoon and are distributed to key environmental groups including: **CCA, the Coastal Conservation Association of Florida** ([www.ccaflorida.org](http://www.ccaflorida.org)), **ORCA, The Ocean Research and Conservation Association** ([www.teamorca.org](http://www.teamorca.org)), and the **Environmental Learning Center** ([www.discoverelc.org](http://www.discoverelc.org)).

For 2018, our focus is on executing a single-use-plastic free race. Eliminating water bottles, plastic cups, and Styrofoam plates are just a few of the improvements we are making this year in our race in addition to incorporating these changes throughout our resort.

Part of a fun-filled, family day, the race will begin at 7:30am at Capt Hiram's Resort.

It includes a 1/4 mile (400 meters) swim, a 12 mile (19 kilometers) bike ride, and a 3 mile (5 kilometers) run. The course takes racers through the charming City of Sebastian, proudly showcasing its picturesque waterfront. A post-race party at Capt Hiram's Sandbar Beach Club will immediately follow, complete with live music, brunch, cocktails and an awards ceremony. To participate visit the Capt Hiram's event page [www.hirams.com/triathlon](http://www.hirams.com/triathlon). Discounted registration is available through August 31st.

The River Challenge would not be possible without the generous support of our sponsors, including: Bob's Bicycle Shop, Dale Sorensen Real Estate, the Vero Beach Cobras, Capp Custom Builders, Serenity Solutions, MN Worldwide, Perfect Stix, Natalie's Orange Juice, and Sandpiper Pest.

*"Bob's Bicycle Shop looks forward and is honored to be part of the Capt Hiram's River Challenge Tri. Such a huge opportunity to engage with the community to support this very worthwhile cause to help protect the Indian River and all its resources. We also enjoy the personal interaction with everyone involved while promoting outdoor activities and a healthier lifestyle. See everyone there!"*

- Ben Elliott, Store Manager, Bob's Bicycle Shop.

Sponsorship opportunities are still available at a variety of levels. Visit [www.hirams.com/triathlon](http://www.hirams.com/triathlon) for more information. There are several race-related events leading up to the big day, including a Riverfront Clean Up on October 21st, a Volunteer Meeting on November 14th, and a pre-race clinic, to help racers prepare for the race and understand the course on November 17th.

To get involved or for more information, contact Sam Vash our Race Director – let's save some grass!