



Boston Triathlon Team: Sponsor Newsletter - August 2009

BTT is Rockin' in 2009!

Hello again, 2009 sponsors and supporters! The 2009 season is in full swing for the Boston Triathlon Team and we are excited to share this update with you.

BTT Training Weekend Was a Success

The spring started with the annual BTT training weekend in Waterville Valley, NH in mid-May. More than 75 members attended this long weekend of swimming, biking, running, eating, drinking, laughing... you get the picture. And, we are excited to report that every single sponsor added a special something to make the weekend great. Thank you!



BTT'ers posing in the BTT podium sponsor shirt at training weekend

BTT Women Featured in Owater Radio Ads!

The Boston Triathlon Team and healthy sports drink Owater have teamed up for two great radio ads that feature 5 women from BTT. In the ads, which are airing on several major radio stations in the Boston market, the women of BTT talk with Tom First, founder of Owater, about what it's like to train for triathlons. They also share their love of Owater, of course! You can also find these women featured on bottles of Owater in your local store so be sure to check them out.

BTT women recording the ad with Owater founder, Tom First



If you are interested in media opportunities with the Boston Triathlon Team, please contact Rachel Saks Aronis (Rachelsaks@hotmail.com) or Meredith Harjes (Meredithharjes@gmail.com).

BTT Seen Around the World

This spring and summer, BTT members have participated in races all over the US and beyond. In early July, seven BTT'ers raced at Ironman Switzerland and two BTT'ers raced the Olympic distance event the day before. The BTT uniform was seen throughout the streets of Zurich all weekend long!

Later in July, nine members raced at the Ironman in Lake Placid, NY, and more than 20 members signed up for the event in 2010. It will be fantastic to have so many BTT athletes and team supporters at such a high profile event!

Also, one BTT'er qualified for the Ironman World Championships Kona, Hawaii by finishing high enough in his age group at the Providence 70.3 qualifying race.

Most recently, BTT'ers were out in force at the well known Timberman Triathlon Festival in Gilford, NH. More than a dozen team members raced the sprint tri on Saturday, and three earned podium finishes. Sunday, 32 BTT'ers took on the 70.3 (half Ironman) course, with more than a dozen other teammates cheering on the sidelines wearing the team gear. With three podium finishes, and many more places in the top ten, BTT was certainly well represented!

Other races and places where the BTT athletes and sponsor logos have been seen this summer include:

- Witch City Sprint Triathlon (Salem, MA)
- Patriot Half Iron Triathlon (Freetown, MA)
- Old Colony Triathlon (Middleboro, MA)
- Cohasset Sprint Triathlon (Cohasset, MA)
- Finger Lakes 50-mile Road Race (Hector, NY)
- New JerseyMan (Clinton, NJ)
- Mt. Washington Road Race (North Conway, NH)
- FKCC Swim Around Key West (Key West, FL)
- Blackwater Eagleman 70.3 (Cambridge, MD)
- Harpoon Brewery to Brewery Ride (MA to VT)



BTT members and Landry's sponsor Mark Vautour celebrate after finishing Ironman Switzerland



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Check Out the BTT Blog!

Want to know what's going on with the team? Check out the BTT blog! Updated on a weekly basis, the blog offers articles and summaries from different members about recent events and happenings. You can get there right from the BTT homepage - www.bostontriathlonteam.com. Be sure to take a look to find out where YOUR logo is being seen!

BTT Tent Series Going Strong

To encourage participation, BTT selects a variety of races each year where we set up our team tent (complete with a big BTT logo) and team members receive points for participating or volunteering. The member with the most points at the end of the season receives the infamous tent series trophy, a handshake, and most importantly, bragging rights! Some of the races included in the tent series are:

- Ras na hEireann 5K (Somerville, MA)
- Mooseman Triathlon Festival (Bristol, NH)
- Old Colony Triathlon (Plymouth, MA)
- Gloucester Triathlon (Gloucester, MA)
- Timberman Triathlon Festival (Gilford, NH)
- Buzzard's Bay Triathlon (Dartmouth, MA)

Races to Come: August, September, and October

Keep an eye out because BTT members will be racing in many great events in the upcoming months. Your logo will be seen at the:

- Cranberry Triathlon Festival (Lakeville, MA)
- BAA Half Marathon (Boston, MA)
- Pumpkinman Triathlon (South Berwick, ME)
- Duxbury Beach Triathlon (Duxbury, MA)
- Bay State Marathon & Half Marathon (Lowell, MA)
- Tufts 10K for Women (Boston, MA)
- Ironman Wisconsin (Madison, WI)
- Ironman Arizona (Tempe, AZ)

Mark Your Calendars...

Boston Triathlon Team Year End Banquet

The annual BTT banquet will be held on Saturday, November 14th at Boston Beer Works on Canal St. in Boston. We'd love to see you there! More information to come.

Boston Triathlon Team Social

Wednesday, September 16th
Union Street Bar and Grill, Newton, 7pm

BTT is Volunteering Around Town

BTT has been around town volunteering for several organizations in different capacities:

- Charles River Clean Up
- Harpoon Brewery to Brewery Ride (water stop)
- Charles River Run (water stop, chip collection)
- Ironman Lake Placid (referee, timing, etc.)

BTT PowerBar Clinic

Two BTT members led a free swim clinic at Walden Pond in July that attracted more than 25 members and non-members.



Thank you sponsors!



BTT'ers with their sponsor shirts at the Timberman Triathlon Festival

Contact Information

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