



# **USA TRIATHLON**

# **FORWARD TOGETHER**

## **2025 IMPACT REPORT**



# OUR MISSION IN ACTION

Dear Multisport Community,

At USA Triathlon, our purpose is simple and powerful: to give everyone a chance to tri. That purpose guides everything we do, from introducing a child to their first multisport experience, to helping adults discover a lifelong love for triathlon and to supporting athletes who represent the United States on the Olympic and Paralympic stage.

As the U.S. national governing body of the sport, USA Triathlon is a non-profit that exists to serve the entire multisport community. We are committed to growing and strengthening triathlon and other multisport disciplines across the U.S. by creating opportunities and building pathways that welcome people of all ages, abilities, and backgrounds.

Our mission — to drive success for multisport from the starting line to lifelong love — comes to life through programs that develop youth and junior athletes, educate and empower coaches and race directors, support clubs and officials, and invest in our athletes chasing their Olympic and Paralympic dreams. Together, these efforts ensure the health of the sport today while laying the foundation for its future.

In 2025, that future came into sharper focus with the launch of **Elevate 2028: Focus Forward**, USA Triathlon's refreshed strategic plan leading into the LA 2028 Olympic and Paralympic Games. Elevate 2028: Focus Forward aligns our energy, innovation, and resources around five strategic pillars that define how we will grow and strengthen multisport nationwide: **building a thriving multisport industry** by supporting race directors, coaches, and clubs; **expanding multisport participation** by welcoming new athletes and fostering deeper community connections; **investing in sport development and elite performance** by ensuring a strong, sustainable pathway from grassroots participation to Olympic and Paralympic excellence; **evolving the USA Triathlon brand** to better tell the authentic, inspiring stories of our sport, and **achieving operational excellence** so our organization is equipped to deliver on our strategic plan with efficiency and long-term sustainability.

This Impact Report reflects the progress we made in 2025 toward our strategic priorities. Inside, you'll find highlights of the athletes we supported, the programs we expanded, the communities we reached, and the measurable outcomes that demonstrate how purpose turns into impact. None of this work happens alone. It is made possible by our members, donors, partners, race directors, coaches, clubs, officials, Board and committee members, volunteers, and staff who believe in the power of multisport to change lives.

As we look ahead to LA 2028 and beyond, we recognize that while meaningful progress has been made, there is still important work ahead. We remain focused on building a stronger, more inclusive, and more sustainable future for triathlon in the U.S. Thank you for being part of this journey and for helping us give more people a chance to tri.

Sincerely,



Victoria Brumfield  
Chief Executive Officer  
USA Triathlon





# EVENT, MEMBERSHIP, PARTICIPATION

**USA Triathlon's core priority is strengthening the event and race ecosystem in the United States, working to ensure long-term sustainability and growth in the sport.**

In 2025, we increased focus to better support race directors in delivering more fun and safe localized racing options for athletes all over the United States – a focus that will continue in 2026.



## EVENT AND RACE TRENDS

# 829

ADULT EVENTS, AN INCREASE FROM 824 IN 2024

# +9

YOUTH EVENTS IN 2025, CONTINUING A REBOUND

# 487

SANCTIONED RACE DIRECTORS, UP FROM 471 IN 2024

# 3,792

TOTAL RACES OFFERED ACROSS DISCIPLINES AND DISTANCES, UP FROM 3,631 IN 2024 (+161 RACES) AND APPROACHING PRE-COVID LEVELS

# EVENT, MEMBERSHIP, PARTICIPATION

## MEMBERSHIP TRENDS



# 303K

UNIQUE, ACTIVE MEMBERS

# 19%

GROWTH IN 20-29, THE LARGEST GROWTH IN ANY AGE GROUP – TWO-THIRDS ARE NEW TO THE SPORT

# 20-39

OVERTOOK 30-49 AGE GROUPS IN MEMBERSHIP SALES TO BECOME THE NEW CORE AGE GROUP



## PARTICIPATION TRENDS



### FEMALE PARTICIPATION

Strength of female participation is strongest in youth (44%) and shorter distances (Super Sprint 47%, Sprint 43%) vs. overall at 36% female vs. 64% male participation in 2025.

# 73%

OF MULTISPORT PARTICIPANTS ARE RACING SHORTER DISTANCES (SUPER SPRINT, SPRINT, OLYMPIC)

# 294K

TOTAL PARTICIPATION OF RANKED EVENTS, DOWN 3% FROM 2024 DRIVEN BY DECLINE OF 40-59 AGE GROUP PARTICIPATION RATES

Average per Event (350) and per Race (117) in 2025, stable to 2024 averages



# MULTISPORT IN AMERICA

## 2025 NATIONAL CHAMPIONSHIPS

### USA Triathlon Winter National Championships

The Breckebeiner | Breckenridge, Colo. | Feb. 15-16

### USA Triathlon Collegiate Club National Championships

CLASH Endurance Miami | Miami, Fla. | March 28-29

### USA Triathlon Military & First Responders National Championships

Leon's Triathlon | Hammond, Ind. | June 1

### USA Triathlon Multisport National Championships Festival Presented by Mutual of Omaha

Omaha, Neb. | June 4-8

### USA Triathlon Cross National Championships

Hagg Lake Triathlon & Multisports Festival |  
Hagg Lake, Ore. | July 13-14

### USA Triathlon Youth & Junior Cross Nationals

Hagg Lake Triathlon & Multisports Festival |  
Hagg Lake, Ore. | July 13-14

### USA Triathlon Youth & Junior Nationals

West Chester, Ohio | Aug. 1-3

### USA Triathlon Sprint & Olympic Distance National Championships and Paratriathlon National Championships\*

Milwaukee, Wis. | Aug. 8-10

### USA Triathlon Ultra-Distance National Championships

Peasantman Steel Triathlon | Penn Yan, N.Y. | Aug. 17

### USA Triathlon Gravel National Championships

Gravel Worlds | Lincoln, Neb. | Aug. 24

### USA Triathlon Long Course National Championships

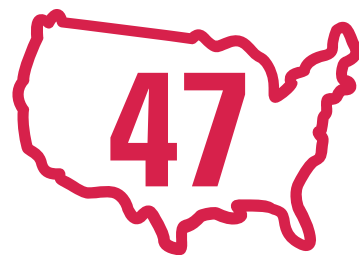
Wildman Triathlon Experience | Lawrenceburg, Ky. | Sept. 20

### Women's Collegiate Triathlon National Championships

Sun Devil Triathlon Classic | Tempe, Ariz. | Nov. 8

\*Sprint and Paratriathlon National Championships were canceled due to inclement weather in Milwaukee

## STATE CHAMPIONSHIPS



Local races across 47 states in the U.S. made up the 2025 USA Triathlon State Championships, giving athletes around the country the opportunity to race for state titles and qualify for the annual USA Triathlon Sprint & Olympic Distance National Championships.



## SERIES



- **Youth State Series** – 14,500 participants, with 124 events across 22 states
- **Women's Series** – 37 events
- **Cross & Gravel Series** – 36 events
- **USA Paratriathlon Development Series** – 8 events
- **USA Triathlon Junior National Series** – 6 events

# TEAM USA AND ELITE PERFORMANCE

## SUCCESS AT THE WORLD LEVEL

From podium finishes across the globe to historic breakthroughs and world championship titles, 2025 was a defining season for U.S. elite triathletes and paratriathletes. U.S. athletes earned **110** medals, including **36** gold medals across World Triathlon events in 2025, a testament to the strength of the entire program, from established stars to rising talents making their mark on the international stage.



# 7

## PARA WORLD MEDALS

### GOLD

Grace Norman | PTS5

Chris Hammer | PTS5

U.S. Para Mixed Relay Team

*Emelia Perry, Carson Clough, Grace Norman,  
Owen Cravens, Kevin McDowell (Guide)*

### SILVER

Hailey Danz | PTS2

Emelia Perry | PTWC

Danielle Cummings | PTS4

### BRONZE

Mohamed Lahna | PTS2



# TEAM USA AND ELITE PERFORMANCE



## GOLDEN GRACE

Grace Norman now has six world titles and has not lost an individual race since 2022 — a streak of 15 races.



## CONSISTENCY AT THE TOP

Taylor Spivey once again proved her consistency, placing fourth in the 2025 World Triathlon Championship Series standings for the fifth time in her career.



## REED'S BIG BREAKTHROUGH

Twenty-three-year-old John Reed became the fourth U.S. man ever to medal at a World Triathlon Championship Series race with a podium finish at WTCS Weihai.



## VANNERSON'S FIRST GOLD

Project Podium's Reese Vannerson won his first World Cup gold, with his triumph in Chengdu.



## PODIUMS FOR KNIBB

Taylor Knibb earned silver at the 2025 IRONMAN 70.3 World Championships. She also delivered podium finishes on the T100 circuit, winning Vancouver and placing second at San Francisco and third in London.



## DEVELOPMENTAL WINS

Sixty-five of the 110 medals earned by U.S. athletes came at Continental Cups, Continental Championships, and World Para Cups, key proving grounds for athletes progressing through the elite pathway.



## MEDALS AT JUNIOR PAN AMERICAN GAMES

The next generation of U.S. talent announced itself at the Junior Pan American Games, with Naomi Ruff and Braxton Legg each winning gold medals, and Blake Bullard adding silver.



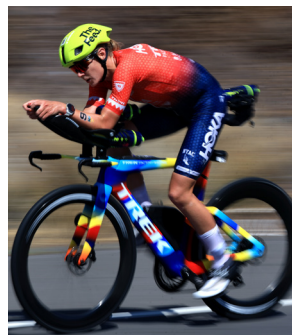
## MIXED RELAY GOLD

The quartet of Ruff, Legg, Bullard, and Jimena de la Peña Schott won gold at the Junior Pan American Games in the Mixed Relay, as the U.S. led the overall medal count.



## PEARSON GOES LONG

Morgan Pearson showed off his long-distance skills on the T100 circuit, winning gold in Dubai and silver in Qatar.



## GUTSY BATTLE

While she ultimately did not finish the race, Knibb's gutsy battle with Lucy Charles-Barclay at the IRONMAN World Championships in Kona will be talked about for ages.



# TEAM USA AND ELITE PERFORMANCE



## PREPARATION FOR LA28

Behind every podium is a system built on coaching, camps, international racing opportunities, and long-term athlete development — made possible through the collective support of the USA Triathlon community and the USA Triathlon Foundation.

We now look ahead to the LA28 Olympic and Paralympic Games, the first Summer Games on U.S. soil since 1996. With this huge opportunity ahead, USA Triathlon has already started its preparation for competing with home field advantage.

In 2025, USA Triathlon hosted a training camp with renowned swim coach and Tower26 founder Gerry Rodrigues. The camp gave LA28 Olympic and Paralympic hopefuls the opportunity to see firsthand the LA28 swim course at Venice Beach.

### SAVE THE LA28 DATES

#### Olympic Triathlon

**Women's Individual Race**  
July 15, 2028

**Men's Individual Race**  
July 16, 2028

**Mixed Relay**  
July 20, 2028

**Paralympic Triathlon**  
Day 1: Aug. 18, 2028  
Day 2: Aug. 19, 2028



# AGE GROUP TEAM USA



2025 World Triathlon Age Group  
Championships Wollongong



**39**

MEDALS WON (9 GOLD)

2025 World Triathlon Multisport  
Championships Pontevedra



**35**

MEDALS WON (15 GOLD)

2025 World Triathlon Powerman Middle Distance  
Duathlon Championships Alsdorf



**2**

MEDALS WON (1 GOLD)

2025 Winter Triathlon World Championships Cogné



**5**

MEDALS WON (3 GOLD)

**16**

YOUNGEST ATHLETE

**1,028**

ATHLETES IN 2025

**87**

OLDEST ATHLETE

# USA TRIATHLON AWARD WINNERS

Each year, USA Triathlon honors the people who elevate our sport in extraordinary ways, from standout performances on the race course to service and impact beyond the finish line. Our annual awards recognize the Age Group Athletes of the Year, celebrating the nation's top amateur competitors; Coaches and Race Directors of the Year, who support athletes chasing their multisport goals; and the Multisport Lifestyle Award winners, who exemplify the values of triathlon through their influence in their communities and beyond competition.

Awards are presented on a rolling timeline, with nominations, evaluations, and selections completed throughout the year following the performances being recognized. As a result, the 2025 Impact Report highlights the 2024 award winners, whose achievements were honored in 2025.

## 2024 ATHLETES OF THE YEAR

### Overall Male Triathlete of the Year

Jackson Harrell

### Overall Female Triathlete of the Year

Jenna Haufler

### Male 15-19 Triathlete of the Year

Peyton Miller

### Female 15-19 Triathlete of the Year

Lucy Eggleston

### Male Masters Triathlete of the Year

Peter Valentyik

### Female Masters Triathlete of the Year

Kirsten Sass

### Male Grand Masters Triathlete of the Year

William Schumann

### Karen McKeachie Female Grand Masters Triathlete of the Year

Kelly Dippold

### Overall Male Duathlete of the Year

Stephen Eles

### Overall Female Duathlete of the Year

Dominique Stasulli

### Male 15-19 Male Duathlete of the Year

Gavin Adkins

### Female 15-19 Duathlete of the Year

Anay Sierra

### Male Masters Duathlete of the Year

Juan Cortes

### Female Masters Duathlete of the Year

Steph Popelar

### Male Grand Masters Duathlete of the Year

David Marsalli

### Anne Viviani Female Grand Masters Duathlete of the Year

Karen Cummins

### Male Overall Aquabike Athlete of the Year

Brendan Mueller

### Overall Female Aquabike Athlete of the Year

Felicity Joyce

### Male Masters Aquabike Athlete of the Year

Mike Shaffer

### Female Masters Aquabike Athlete of the Year

Abbey Sundermeyer

### Male Grand Masters Aquabike Athlete of the Year

Rick Kozlowski

### Grand Masters Female Aquabike Athlete of the Year

Kelly Dippold

### Overall Male Aquathlon Athlete of the Year

John Myers

### Overall Female Aquathlon Athlete of the Year

Samantha Forde

### Male 15-19 Aquathlon Athlete of the Year

Samuel Wen

### Female 15-19 Aquathlon Athlete of the Year

Kennedy Rainwater

### Male Masters Aquathlon Athlete of the Year

Andrew Farrell

### Female Masters Aquathlon Athlete of the Year

Sara Randolph

### Male Grand Masters Aquathlon Athlete of the Year

Sam Brock

### Female Grand Masters Aquathlon Athlete of the Year

Jodi Luckner

### Male Off Road Triathlete of the Year

James McCurdy

### Female Off-Road Triathlete of the Year

Marni Sumbal





# USA TRIATHLON AWARD WINNERS

## 2024 MULTISPORT LIFESTYLE AWARD WINNERS

### Volunteer of the Year Award

Charlie Holder

The Volunteer of the Year Award recognizes an individual who has mobilized and unified athletes in the multisport community. The recipient of the 2024 Volunteer of the Year Award is Charlie Holder, who has demonstrated a strong commitment to making triathlon and endurance sports more inclusive. A survivor of two car accidents, one resulting in a traumatic brain injury, he approaches volunteerism with a strong sense of purpose and dedication to community involvement.

### Most Inspirational Comeback Award

Luis Gonzalez

After a serious crash during IRONMAN Wisconsin in 2016, followed by a heart attack and kidney setback in 2017, Luis Gonzalez was determined to race again. In 2018, he returned to IRONMAN Wisconsin and completed the race, marking a significant personal comeback. His journey didn't stop there; after surviving a back injury in 2021, he achieved the unimaginable by finishing both IRONMAN Wisconsin and Indiana, earning IRONMAN Legacy Status with 12 full-distance finishes.

### Jeff Jewell Service to USA Triathlon and Sport Award

Ron Weinert

This award honors Jeff Jewell, a former massage therapist for age group Team USA. Known as one of life's biggest cheerleaders, Jewell inspired everyone with his passion for the sport. Ron Weinert has been a dedicated volunteer, sighted guide, handler, Certified Coach, and Dare2tri board member/chairman for over 10 years. He is the ultimate ambassador for the sport of triathlon, supporting several paratriathletes by guiding them through their first steps in the sport.

### Lifetime Achievement Award

Melissa Merson

Melissa Merson exemplifies the qualifications for USA Triathlon's Lifetime Achievement Award through her extensive contributions to the sport in triathlon governance, athlete development, and international relations. A USA Triathlon Level I Certified Coach, Race Director and World Triathlon Continental Official, Merson founded the Arlington Triathlon Club more than 20 years ago, creating the longest-running elementary school-based triathlon training program in the U.S.

### Mike Greer Spirit of Multisport Award

Mark Saroni

This award, named in honor of Mike Greer, recognizes those who illustrate the principles of the positive spirit of the sport as displayed through acts of sportsmanship and leadership in multisport. Mark Saroni has made significant contributions as a coach, mentor, and race director, making him a true ambassador for the sport. As the founder and head coach of Paragon Training, Saroni has helped shape one of Texas's premier triathlon clubs, with nearly 300 members.



## 2024 COACH OF THE YEAR AND RACE DIRECTOR AWARDS

### NCAA Coach of the Year

Wes Johnson

### Coach Educator of the Year

Dr. Susan Sotir

### Olympic Coach of the Year

Paulo Sousa

### Race Director of the Year

Greg Hawkins

### Paralympic Coach of the Year

Derrick Williamson



## USA TRIATHLON HALL OF FAME CLASS XIII

The USA Triathlon Hall of Fame Class XIII was honored at the USA Triathlon Foundation's "Celebration of Sport" Gala Presented by TicketSocket in August in Milwaukee, Wisconsin, in conjunction with the 2025 USA Triathlon Sprint & Olympic Distance National Championships.

### Colleen Cannon

Colleen Cannon was one of the top professional triathletes of the 1980s, winning the 1984 Nice World Championship. A former collegiate swimmer and track athlete at Auburn University, she combined athletic excellence with a passion for wellness. In 1991, she founded Women's Quest, a retreat program that has empowered thousands of women through active living, body confidence, and nutrition education.

### Graham Fraser

Graham Fraser has been a driving force in the expansion of triathlon in North America, producing races for over 30 years. He revitalized IRONMAN Canada in 1995 and went on to launch IRONMAN North America, creating events like IRONMAN Lake Placid and IRONMAN Arizona. Fraser also helped bring triathlon to mainstream audiences through television and later founded Suitcase Charlie Films.

### Ellen Hart

Ellen Hart began her triathlon career in 2006 and went on to become one of the most decorated age group athletes in the sport. She has won 18 World Age Group titles across triathlon, duathlon, and aquathlon, and was named USA Triathlon Athlete of the Year twice. Hart dominated the 70.3 scene with six consecutive World Championships and qualified for the IRONMAN World Championships 11 years in a row, earning eight podiums. Her standout achievement came in 2015, when she won five World Championships in just 50 days.

### Paul Martin

Paul Martin is a five-time USA Paratriathlon National Champion, four-time ITU World Champion, and a two-time Paralympic medalist in cycling. After losing his left leg in a 1992 car accident shortly after earning an engineering degree, he turned adversity into opportunity, becoming a dominant force in triathlon and Paralympic sport. Martin completed 10 Ironman races and set the Ironman world record for leg amputees in 2005, finishing in 10:09:17. He's also the author of two memoirs, *One Man's Leg* and *Drinking from My Leg*, which reflect his journey from foster care to world champion.

### Kenny Souza

Kenny Souza was a pioneering figure in duathlon, winning eight USA National Duathlon Championships and the 1990 ITU Duathlon World Championship. Known for his charisma and competitive edge, he helped popularize the sport in the 1980s and '90s and graced covers of *Runner's World* and *Competitor Magazine*. After retiring in 1999, Souza remained active in endurance sports, racing events like the Race Across America and co-authoring a training book. He has continued to mentor athletes and contribute to multisport's growth both on and off the course.



# INDUSTRY CONNECTIONS



## 4

REGIONAL  
ENDURANCE  
EXCHANGE  
MEETINGS

### Connecting Multisport Leaders

USA Triathlon hosted a series of Endurance Exchange Regional meetings across the country, bringing together race directors, coaches, club leaders, and other industry stakeholders for collaborative discussions and educational sessions, to strengthen the sport and advance leadership in the community. The events featured insights from the State of the Sport Survey, participation data, interactive workshops, and open dialogue on growing multisport participation.

## 40+

RACE DIRECTORS  
CERTIFIED UNDER  
NEW PROGRAM

### Elevating Race Director Certification

USA Triathlon launched an enhanced Race Director Certification Program to better support and strengthen the race director community nationwide. The updated, self-paced program provides comprehensive training on event operations, risk management, sanctioning, and athlete experience, while emphasizing real-world learning through hands-on practicum opportunities.

# INDUSTRY CONNECTIONS



# 100+

NEW EDUCATIONAL  
COURSES CREATED

# 20%

INCREASE IN  
STAFF EFFICIENCY

## Investment in Educational Content

USA Triathlon is making a long-term investment in high-quality education and resources, primarily to overhaul and create value for coaches at all levels. In 2025, we produced more continuing education content than in the previous five years combined. To ensure relevance and credibility, all courses are reviewed and updated on a rolling two-year cycle, keeping content aligned with current best practices, research, and emerging trends in triathlon coaching and sport science.

## Technology Investments

USA Triathlon began to migrate to an integrated Salesforce ecosystem, joining together our systems and data to streamline processes, improve data management, enhance constituent experience and engagement, and deliver more reliable real-time data reporting, trends, and insights.



## YOUTH, CLUBS, NCAA



# 500

**SCOUTS COMPLETED THE  
MULTISPORT MERIT BADGE**

USA Triathlon partnered with Scouting America to launch a new Multisport Merit Badge – a fun and accessible entry-point for Scouts to try out multisport

# 30

**SPLASH & DASH  
SERIES RACES**

# 124

**YOUTH STATE  
SERIES EVENTS**

# 14,500

**YOUTH COMPETITORS**

Up from 76 events in 2024 and a 22.5% increase in participation

# 1,400

**REGISTRANTS**

At USA Triathlon Collegiate Club National Championships, the largest field since the pandemic

# 155

**HIGH SCHOOL CLUBS**

Growing from 123 in 2024. High School State Championships were held in nearly every state

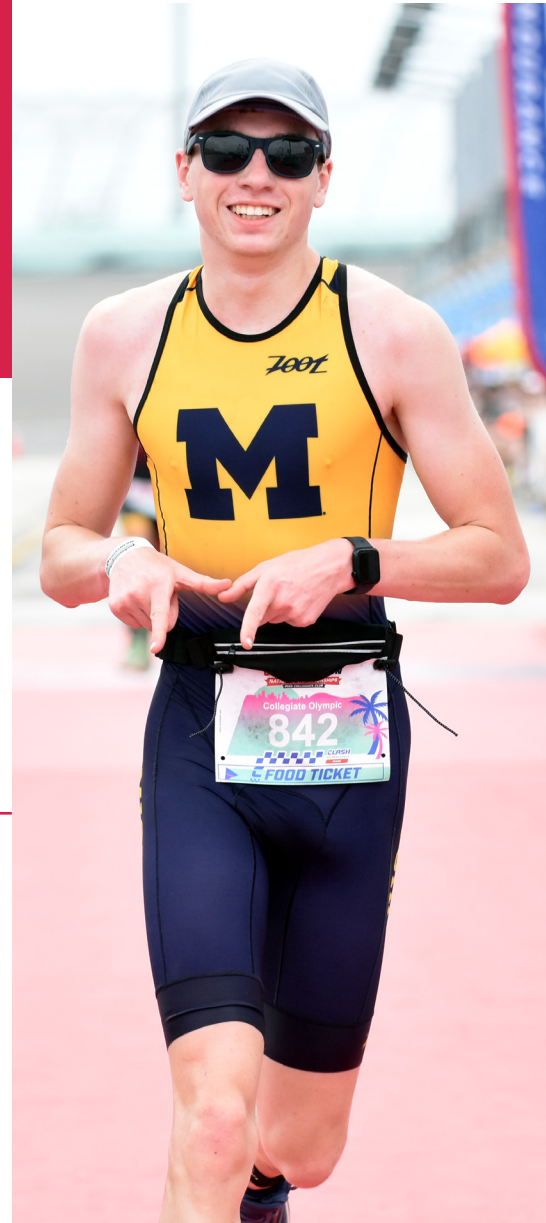
# 138

**COLLEGIATE CLUBS**

Up from 120 in 2024 – with substantial growth among Power 4 programs

# 17.5%

**GROWTH IN WOMEN'S  
NCAA PARTICIPATION**



# PHILANTHROPY AT WORK

## USA TRIATHLON FOUNDATION

The USA Triathlon Foundation is the charitable arm of USA Triathlon, supporting grants and programs that advance three primary philanthropic priorities: encouraging youth participation, inspiring pathways of access and belonging, and igniting Olympic and Paralympic Dreams.

In 2025, the Foundation and donors made meaningful impact in all three of these priorities.

**\$4.2M**  
RAISED AND PLEDGED

**2,500**  
DONORS



### ELITE PERFORMANCE

#### 16 Olympic Hopefuls

Provided coach and race support through the Mallow U25 Development Team

#### 9 College-Aged Elite Men

Fully supported including college scholarships, coaching, race, and living support through one of USA Triathlon's development teams, Project Podium

#### 6 Paratriathlon Junior/ U23 Team Athletes

Provided coach and race support through generous donations



### USA KIDS TRI & YOUTH PROGRAMMING

#### 3 Regional Programs

In Arizona, New Jersey/Pennsylvania, and Colorado were supported fully through philanthropic commitments

#### 20 Partnerships

Expanded USA Kids Tri nationally

#### 10 Scholarships

Youth athletes and organizations awarded through the inaugural Gwen Jorgensen Scholarship Fund

#### 23 Grants

Awarded to clubs and initiatives



### ACCESS AND INCLUSION

#### 8 Inclusion Grants for Programming & Initiatives

Bridget Inspires Grant for youth women racing support, Community Impact Grant for veterans and adaptive coaching and equipment, Black History Month Grant for training support for black women new to the sport, Endeavor Tri Grant supporting paratriathlon and adaptive racing needs

#### 22 Inclusion Experience Athletes

Support of athletes racing in their first multisport event at USA Triathlon Multisport National Championships Festival Presented by Mutual of Omaha



# PHILANTHROPY AT WORK

## The Impact of the TriDave Legacy Trust

### NCAA Support

Contribution to the advancement of women's collegiate triathlon through the trust's historic gift, NCAA Women's Program now boasts 40 teams, bringing it closer to full NCAA Championship status.

### Youth Support

Including youth membership scholarships, programming in Arizona, and the support of the national Youth State Series, collectively driving significant increases in youth participation.

### Scouting America

Instrumental in the launch and support of the Triathlon Merit Badge and support of Scouts nationwide.

In 2025, Dave Alexander was named a **USA Triathlon Lifetime Champion** for his decades-long devotion to the sport as an athlete, philanthropist, and being a true champion for the next generation of triathletes.



## Mark Allen Partners with USA Triathlon Foundation as Ambassador Through 2028

Triathlon legend Mark Allen will serve as a Foundation Ambassador, Strategic Advisor and Thought Partner for the Foundation through 2028.

His leadership will play a vital role in strengthening the sport and engaging the community as the Foundation builds momentum toward the LA28 Olympic and Paralympic Games.

## Training Camps

2025 brought the first immersive LA28 Home Field Advantage Immersion Camp held with National Team athletes and coaches.

Two additional camps were held with over 40 athletes who experienced the training opportunity of a lifetime with Olympians, Paralympians, and world-class coaches in both Charlotte, North Carolina and Park City, Utah.



## CARRYING MOMENTUM FORWARD: WHAT'S NEXT IN 2026

2025 was a year of change, challenge, and opportunity. In a dynamic and uncertain environment, USA Triathlon adapted, evolved, and delivered — strengthening our foundation while advancing our mission. Because of that work, we enter 2026 more resilient, more focused, and better positioned to build lasting momentum toward LA28.

Guided by the five pillars of **Elevate 2028: Focus Forward**, we will turn progress into sustained impact. We will continue to elevate performance and invest in podium pathways. We will grow members, increase participation, and strengthen grassroots development. We will deepen connection and value across our member and community experiences. We will continue to modernize our systems and operations to better serve the sport. And we will fuel long-term success through strategic partnerships and philanthropic investment.

Uncertainty may remain — but so does opportunity. With clarity of purpose, disciplined execution, and a united community, we are equipped to navigate what's ahead and accelerate what's possible. This is not just preparation for LA. It is the work of shaping the future of triathlon in America.

The foundation is strong. The momentum is real. And the path forward is clear.

And in 2026, we will continue to fulfill our purpose of **giving everyone a chance to tri**.





# THANK YOU TO OUR 2025 PARTNERS



Avis



Bike Insure



Bike Flights



BiSaddle

**Blerter**

Blerter



Body Glide



BOLT Skin + Shave



EZ Dock



Fuelin

**GARMIN.**

Garmin



Gatorade Endurance



Human Powered Health



**HydraPak**

HydraPak

**KACHAVA**

Ka'Chava



**Mutual of Omaha**

Mutual of Omaha

neumafit+

neumafit

**NIRVANA**

Nirvana Europe

**PRESSIO**

Pressio



Race Maps

RŌKA // MULTISPORT

ROKA



Rudy Project



Spot Insurance



Synergy

**The Feed.**

The Feed

**THORNE**

Thorne



TicketSocket

**TRAINING PEAKS™**

TrainingPeaks



U.S. Performance Center



Ventum

**WINTERGREEN**  
Prepare to win.

Wintergreen



Zimber Marketing



Zone3



Zoot Sports