

# 2024 YEAR IN REVIEW

## TRIATHLON AND MULTISPORT



# 2024 ELITE PERFORMANCE

## OLYMPIC & PARALYMPIC SUCCESS



### SILVER MEDAL MIXED RELAY AT THE PARIS 2024 OLYMPIC GAMES

Taylor Knibb, Morgan Pearson, Taylor Spivey, Seth Rider



# 8

## PARALYMPIC MEDALS

### GOLD

Grace Norman | PTS5  
Chris Hammer | PTS5  
Hailey Danz | PTS2

### SILVER

Kendall Gretsch | PTWC  
Carson Clough | PTS4  
Mohamed Lahna | PTS2

### BRONZE

Mark Barr | PTS2  
Allysa Seely | PTS2

# 2024 ELITE PERFORMANCE



**TAYLOR KNIBB = UNSTOPPABLE**  
Taylor Knibb wins the T100 Pro Series and becomes back-to-back-to-back 70.3 World Champion.



**GOLD IN YOKOHAMA**  
Morgan Pearson wins 2024 World Triathlon Championship Series Yokohama, the first U.S. man to win a WTCS event since 2009.

## PARATRIATHLON MIXED RELAY CHAMPIONS

The U.S. team of Grace Norman, Carson Clough and Kendall Gretsch won the inaugural Para Mixed Relay at the World Triathlon Para Championships.



## GOLDEN GIRLS

Team USA wins three gold medals by Grace Norman, Kendall Gretsch, and Allysa Seely at World Triathlon Para Championships Torremolinos-Andalucia.



**PARATRIATHLON DOMINATION**  
Team USA won 26 paratriathlon medals at World Triathlon Para Series events.



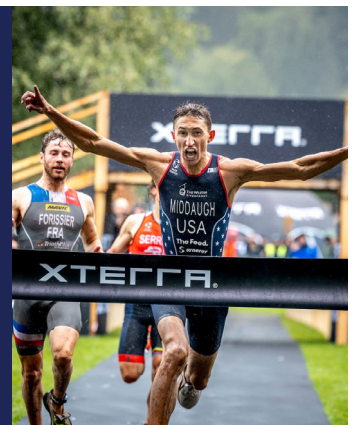
**UNDEFEATED**  
Grace Norman goes undefeated in the 2024 season, including golds in Paris and at World Championships.

## VANNERSON IN THE ZONE

Project Podium's Reese Vannerson earns a silver medal at Junior World Triathlon Championships Torremolinos-Andalucia, and the junior elite race at Americas Triathlon Championships Miami.



**SHORT TRACK CHAMPION**  
Project Podium's Sullivan Middaugh wins the short track title at XTERRA World Championships.



# 2024 ELITE NATIONAL TEAM



## 2024 ELITE TRIATHLON NATIONAL TEAM

Kirsten Kasper (North Andover, Mass.)  
2024 Paris Olympic Team Member  
Taylor Knibb (Washington, D.C.)  
2024 Paris Olympic Team Member  
Taylor Spivey (Redondo Beach, Calif.)  
2024 Paris Olympic Team Member  
Morgan Pearson (New Vernon, N.J.)  
2024 Paris Olympic Team Member  
Seth Rider (Germantown, Tenn.)  
2024 Paris Olympic Team Member  
Erika Ackerlund (Helena, Mont.)  
Gwen Jorgensen (Boulder, Colo.)  
Summer Rappaport (Thornton, Colo.)  
Gina Sereno (Madison, Wis.)  
Katie Zaferes (Cary, N.C.)  
Kevin McDowell (Geneva, Ill.)  
Matt McElroy (Huntington Beach, Calif.)  
John Reed (Virginia Beach, Va.)

## 2024 ELITE PARA TRIATHLON NATIONAL TEAM

Hailey Danz (Colorado Springs, Colo., PTS2)  
2024 Paris Paralympic Team Member  
Kelly Elmlinger (San Antonio, Texas, PTS4)  
2024 Paris Paralympic Team Member  
Kendall Gretsch (Downers Grove, Ill., PTWC)  
2024 Paris Paralympic Team Member  
Grace Norman (Bloomington, Ind., PTS5)  
2024 Paris Paralympic Team Member  
Allysa Seely (Glendale, Ariz., PTS2)  
2024 Paris Paralympic Team Member  
Mark Barr (Davis, Calif., PTS2)  
2024 Paris Paralympic Team Member  
Carson Clough (Charlotte, N.C., PTS4)  
2024 Paris Paralympic Team Member  
Kyle Coon (Colorado Springs, Colo., PTVI)  
2024 Paris Paralympic Team Member  
Zack Goodman (San Diego, Calif., Guide)  
2024 Paris Paralympic Team Member  
Owen Cravens (Algonquin, Ill., PTVI)  
2024 Paris Paralympic Team Member  
Ben Hoffman (Tuscon, Ariz., Guide)  
2024 Paris Paralympic Team Member  
Chris Hammer (Gilbert, Ariz., PTS5)  
2024 Paris Paralympic Team Member  
Mohamed Lahna (Elk Grove, Calif., PTS2)  
2024 Paris Paralympic Team Member  
Howie Sanborn (Denver, Colo., PTWC)  
2024 Paris Paralympic Team Member

## ADDITIONAL 2024 PARIS PARALYMPIC TEAM

Emma Meyers (Pensacola, Fla., PTS4)  
Emelia Perry (Philadelphia, Pa., PTWC)  
Melissa Stockwell (Colorado Springs, Colo., PTS2)  
Rachel Watts (St. Joseph, Mo., PTS3)  
Martie Andrie (Colorado Springs, Colo., Guide)  
Eric McElvenny (Pittsburgh, Pa., PTS4)

# GRASSROOTS RACING IN AMERICA



## GRASSROOTS RACING

# 3,600+

**RACES ACROSS 1,034 UNIQUE TRIATHLON AND MULTISPORT EVENTS**

USA Triathlon is continuing its focus on supporting adult event growth, which has been in decline since 2013. In 2024, we saw 825 adult sanctioned events in the U.S. Youth events held steady in 2024 at 209 events.

Each event is showing more race types than historical, with over 3,600 races at these events, an increase over 2023 and just trailing pre-COVID totals.



Growth is driven through increases in shorter distance racing, and through additional race formats, including growth in aquathlon, duathlon, and other multisport race types.

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**ADULT & YOUTH CLINICS**

# GRASSROOTS RACING IN AMERICA



## NATIONAL CHAMPIONSHIPS

USA Triathlon Sprint & Olympic-Distance National Championships  
Atlantic City, N.J. | Sept. 13-15

USA Triathlon Multisport National Championships Festival  
Presented by Mutual of Omaha  
Omaha, Neb. | June 4-8

USA Triathlon Winter National Championships  
Breckenridge, Colo. | Feb. 23-25

USA Triathlon Collegiate Club National Championships  
Mission Viejo, Calif. | April 13-14

USA Paratriathlon National Championships  
Pleasant Prairie, Wis. | June 23

USA Triathlon Youth and Junior Nationals  
West Des Moines, Iowa | July 13-14

USA Triathlon Cross National Championships  
Hagg Lake, Ore. | July 14

USA Triathlon Ultra-Distance National Championships  
Grand Rapids, Mich. | Aug. 11

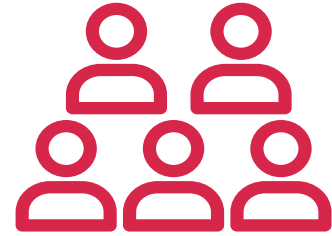
USA Triathlon Gravel National Championships  
Middleville, Mich. | Sept. 22

USA Triathlon Military & First Responders National Championships  
Palm Springs, Calif. | Oct. 19

USA Triathlon Women's Collegiate Triathlon National Championships  
Clermont, Fla. | Nov. 9

USA Triathlon Long Course National Championships  
Daytona, Fla. | Dec. 8

## MEMBERSHIP



**USA Triathlon had 302K unique members in 2024**, a mix of multi-year, annual, and one-day members, an increase over 2023 of +1.6%.

**Average per event and per race adult participation was up** (354 average participants per event) and race (120 average participants per race) was the highest average recorded.

Overall total participation number (total finishes) was incrementally down in 2024, with results showing 280K+ in adult athlete participation in competitive races vs. 287K in 2023, which was the highest participation since pre-COVID.

## STATE CHAMPIONSHIPS



## SERIES

- **Women's Series** – 27 races
- **Gravel Series** – 14 races
- **Off-Road Series** – 22 races
- **Youth State Series** – 74 races across 16 regions; 8,000 participants
- **USA Paratriathlon Development Series** – 5 races
- **Junior Development Series** – 4 races
- **National Triathlon Development Race Series** – 4 races

# AGE GROUP TEAM USA



## EVENTS

### World Triathlon Multisport Championships Townsville



**350**  
ATHLETES



**50**  
MEDALS WON

### World Triathlon Long Distance Duathlon Championships Zofingen



**20**  
ATHLETES



**3**  
MEDALS WON

### World Triathlon Age Group Championships Torremolinos-Andalucia



**500**  
ATHLETES



**49**  
MEDALS WON

### 2024 World Triathlon Winter Championships Pragelato-Sestriere



**3**  
ATHLETES

# 2023 ATHLETES OF THE YEAR

## TRIATHLON

### Male Open Triathlete of the Year

Benjamin Stone (Indianapolis, Ind.)

### Female Open Triathlete of the Year

Katie Lance (Knoxville, Tenn.)

### Male 15-19 Triathlete of the Year

Ben Resler (Greensboro, N.C.)

### Female 15-19 Triathlete of the Year

Raphaela Lima (Weston, Fla.)

### Male Masters Triathlete of the Year

Robert Skaggs (Dunedin, Fla.)

### Female Masters Triathlete of the Year

Kirsten Sass (McKenzie, Tenn.)

### Male Grandmasters Triathlete of the Year

Tony Schiller (Whitefish, Mont.)

### Karen McKeachie Female Grandmasters Triathlete of the Year

Steph Popelar (Elizabeth, Colo.)

### Male Great Grandmasters Triathlete of the Year

Rick Kozlowski (San Diego, Calif.)

### Female Great Grandmasters Triathlete of the Year

Missy LeStrange (Visalia, Calif.)

## DUATHLON

### Male Open Duathlete of the Year

Michael Fowler (Wichita, Kan.)

### Female Open Duathlete of the Year

Dominique Stasulli (Boulder, Colo.)

### Male 15-19 Duathlete of the Year

Gavin Adkins (Haverhill, Mass.)

### Female 15-19 Duathlete of the Year

Mia Mancilla (Pine Crest, Fla.)

### Male Masters Duathlete of the Year

Stephen Eles (Boulder, Colo.)

### Female Masters Duathlete of the Year

Kirsten Sass (McKenzie, Tenn.)

### Male Grandmasters Duathletes of the Year

Michael Berryman (West Linn, Ore.)

### Anne Viviani Grandmasters Duathlete of the Year

Steph Popelar (Elizabeth, Colo.)

### Male Great Grandmasters Duathlete of the Year

Ron Wightman (Wellsville, N.Y.)

### Female Great Grandmasters Duathlete of the Year

Ruth King (Ambler, Pa.)

## CROSS

### Male Cross Triathlete of the Year

Michael Dorr (Avon, Colo.)

### Female Cross Triathlete of the Year

Deanna McCurdy (Littleton, Colo.)

## AQUABIKE

### Male Open Aquabike Athlete of the Year

Seth Bohler (La Mesa, Calif.)

### Female Open Aquabike Athlete of the Year

Sarah Hess (Corning, N.Y.)

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

Kieran Dolan (Atascadero, Calif.)

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

Presley Lloyd (Wilmington, Del.)

### Male Masters Aquabike Athlete of the Year

Mike Shaffer (Ventura, Calif.)

### Female Masters Aquabike Athlete of the Year

Erin Byrge (Holly Ridge, N.C.)

### Male Grandmasters Aquabike Athlete of the Year

Neil Semmel (Bear, Del.)

### Female Grandmasters Aquabike Athlete of the Year

Monika Lukens (Hockessin, Del.)

### Male Great Grandmasters Aquabike Athlete of the Year

Rick Kozlowski (San Diego, Calif.)

### Female Great Grandmasters Aquabike Athlete of the Year

Michelle Case (Rockwall, Texas)

## AQUATHLON

### Male Open Aquathlon Athlete of the Year

Austin Tisch (Green Bay, Wis.)

### Female Open Aquathlon Athlete of the Year

Kristin Doster (Green Bay, Wis.)

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

Samuel Wen (Houston, Texas)

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

Kennedy Rainwater (Brookfield, Wis.)

### Male Masters Aquathlon Athlete of the Year

Walter Accessor (Little Elm, Texas)

### Female Masters Aquathlon Athlete of the Year

Sarah Newcomb-Baker (Kingston, Mass.)

### Male Grandmasters Aquathlon Athlete of the Year

James Rolette (Tinley Park, Ill.)

### Female Grandmasters Aquathlon Athlete of the Year

Katie McCully (Eastham, Mass.)

### Male Great Grandmasters Aquathlon Athlete of the Year

Steve Polley (Simi Valley, Calif.)

### Female Great Grandmasters Aquathlon Athlete of the Year

Ruth King (Ambler, Pa.)



# HIGH SCHOOL, COLLEGIATE CLUB, NCAA

## HIGH SCHOOL

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PROGRAM GROWTH (STATES)

**30%+ growth in races available** to high school aged athletes from 70

High School waves at all State Championships

High School curriculum built out and positioned for placement in schools around the U.S.



## COLLEGIATE CLUB

# 25%+

CLUB GROWTH INCREASES FROM 125

USA Triathlon Collegiate Club National Championships in Mission Viejo, California, drawing **1000+ athletes from 90 clubs in 35 states**



## NCAA

# 40+

NCAA PROGRAMS

Met NCAA criteria of 40+ programs, moved to next stage of Championship Status evaluation

Added 5 new programs

Created NCAA focused curriculum to support those aspiring to coach at this level

# INDUSTRY CONNECTIONS



## ENDURANCE EXCHANGE

# 550+

### ENDURANCE EXCHANGE ATTENDEES

Endurance Exchange is the premier conference for the sport of triathlon and the multisport industry. The 2024 event connected over 550 coaches, race directors, club leads, and other industry insiders in Charlotte, North Carolina, January 3-7, 2024.

The multi-day format allowed for educational courses, coupled with many roundtables and community networking opportunities to learn, grow, and engage the industry community.



Completed in-depth workshops with Race Directors and Coaches to revamp USA Triathlon's value proposition and certification efforts. New shifts to be launched in 2025.

### 2023 COACH OF THE YEAR AND RACE DIRECTOR AWARDS

#### Volunteer Coach of the Year

Steve Edminister (Bentonville, Ark.)

#### Developmental Coach of the Year

Erin Edminister (Bentonville, Ark.)

#### Community Impact Award

Deb Carabet (Los Angeles, Calif.)

#### Olympic Coach of the Year

Paulo Sousa (Chicago, Ill.)

#### Paralympic Coach of the Year

Shelly O'Brien (San Antonio, Texas)

#### Coach Educator of the Year

Mark Sortino (Boise, Idaho)

#### Race Director of the Year

Fred Sommer (Clermont, Fla.)

## TECHNOLOGY INVESTMENT

USA Triathlon began investment in 2024 in a multi-year technology project to migrate to an integrated Salesforce ecosystem, joining together our systems and data to streamline processes, improve data management, and ultimately, enhance constituent experience and engagement.

# PHILANTHROPY AT WORK

## USA TRIATHLON FOUNDATION



The USA Triathlon Foundation established a legacy society honoring a \$1.65M bequest memorialized in the naming of USA Triathlon Foundation's James H. Smith Legacy Society

Launched 2 impact circles: **Leadership Circle** (25+ members) and **1982 Society** (50+ members)

Brought in nearly \$800K through the USA Triathlon Foundation programs and events

Hosted USA Triathlon's first **Concierge Olympic and Paralympic experiences** for 45 donors

**\$3.4M**  
RAISED

**\$2.65M**  
COMMITTED ESTATE GIFTS

## YOUTH



**9,000+**  
KIDS INTRODUCED TO TRIATHLON

<b>15</b> AWARDED YOUTH PILLAR GRANTS	<b>10</b> PARTNERSHIPS WITH YMCA	<b>2</b> INAUGURAL USA KIDS TRI MARKETS
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**\$45K**  
DONOR PLEDGED TO LAUNCH USA KIDS TRI IN 2024

# PHILANTHROPY AT WORK

Helped 6 TriLatino Junior athletes achieve their dream to compete at USA Triathlon Sprint and Olympic-Distance National Championships through donor funding.



## ACCESS

Funded and awarded 4 Community Impact and Endeavor-Tri Grants to grassroots effort organizations breaking down barriers in their multisport communities

Supported 4 adaptive athletes racing at Youth and Junior Nationals through Team Thrive

## NCAA

The Foundation established its first endowment with a \$1.5M gift supporting the sustainability of women's collegiate triathlon.

An additional \$850,000 was gifted to fund startup costs for NCAA programs, bolstering the future of the sport and triggering the NCAA Championship Sport Assessment process.

Thanks to generous funding from the TriDave Legacy Trust, THE ALEXANDER Award was launched as the award for varsity women's collegiate triathletes.



Hailey Poe of North Central College won THE ALEXANDER Award, posing here with 2x Olympic medalist Katie Zaferes.

# THANK YOU TO OUR 2024 PARTNERS



A2 Bikes



alphabeats



Avis Budget Group



Bikeflights



Bikeinsure



BiSaddle



Blerter



Body Glide



BOLT Skin + Shave



Fuelin



FORM



Gatorade Endurance



HotelPlanner



ICON Meals



IOA



Ka'Chava



KT Tape



Mutual of Omaha

Mutual of Omaha



Nirvana Europe



Nix Biosensors



OnePlan



Playtri



Rudy Project



Spryng



Synergy



TicketSocket



The Feed



TrainingPeaks



U.S. Air Force  
Special Warfare



Wintergreen



Z3R0D



Zimber Marketing



Zone3



Zoot Sports