

FOR IMMEDIATE RELEASE



**THE IRONMAN FOUNDATION GIVES BACK TO THE WOODLANDS COMMUNITY**

*Since inception, The IRONMAN Foundation® has provided over \$32 million in charitable givebacks to support global non-profit initiatives*

**TAMPA, Fla.** (May 7, 2015) – The IRONMAN Foundation® Community Fund will distribute more than \$122,000 in grant funding to initiatives and groups in the greater Woodlands area in conjunction with the 2015 Memorial Hermann IRONMAN® North American Championship Texas presented by Waste Management triathlon taking place on Saturday, May 16. The IRONMAN Foundation Community Fund provides community and volunteer grant opportunities to non-profit organizations where U.S. IRONMAN events are held. With the 2015 donations from The IRONMAN Foundation, nearly \$522,000 has been given since the first IRONMAN event in The Woodlands. In 2015, The IRONMAN Foundation will provide more than \$1.5 million to support the needs of IRONMAN race communities across North America.

**Community Grants**

The IRONMAN Foundation's Community Fund will provide a total of \$50,000 in community grants which are given to local non-profit beneficiaries that will use the funds toward initiatives to better the Woodlands area. "Grant funding is one way that The IRONMAN Foundation leaves a lasting legacy in the communities where IRONMAN races take place," said Dave Deschenes, Executive Director of The IRONMAN Foundation. "We are thrilled to support The Woodlands community with these community grant awards." All community grant recipients will be honored at the Athlete Welcome Banquet on Thursday, May 14, 2014 at 5:30 p.m. at the Marriott Hotel.

One recipient of these funds is Meals on Wheels Montgomery County, a local organization that will use their \$10,000 grant to increase homebound meal deliveries to seniors not currently being served. "Meals on Wheels Montgomery County currently serves 450 homebound seniors with a nutritious meal every day," said Allison Hulett, Executive Director for Meals on Wheels Montgomery County. "These are the elderly among us that otherwise could not procure a meal for themselves. With that said, we still have a waiting list of approximately 200 disabled seniors needing our services to continue to age in their homes, where they want to stay. We are grateful that The IRONMAN Foundation will allow our organization to deliver 5,460 meals to needy seniors over the next 12 months!"

Other community grant recipients include Education for Tomorrow Alliance, Montgomery County Youth Services, Angel Reach and the Boy Scouts of America – George Strake District Chapter.

**Volunteer Grants**

The IRONMAN Foundation's Community Fund will also provide \$50,000 in grant donations to local non-profit groups that have a volunteerism component to their organizations. "The mission of the IRONMAN Foundation is to leave IRONMAN's legacy through philanthropy, voluntarism and grant making, and to support various non-profit organizations around the world. We are thrilled to expand The IRONMAN Foundation's reach and impact through volunteer grants in The Woodlands," said Betsy Langan, Community Relations Manager for The IRONMAN Foundation. Last year, volunteer grant funding was distributed among thirty seven community groups in the region.

**Firehouse Subs Public Safety Foundation**

The IRONMAN Foundation, in partnership with the Firehouse Subs Public Safety Foundation (FHSPSF), will also donate one grant of \$17,777 to Cypress Creek Emergency Medical Services to show support of first responder groups. This donation will be used to procure a customized utility vehicle and bike team

equipment hauling trailer. “This grant will allow Cypress Creek EMS to store and deploy the necessary equipment to a variety of events or disasters in a professional and safe manner,” said Wren Nealy, Director of Special Operations for Cypress Creek Emergency Medical Services. “This equipment will greatly enhance safety, and could potentially save lives.”

"Firehouse Subs Public Safety Foundation, along with The IRONMAN Foundation, is grateful for the opportunity to give back to those who loyally serve our communities," said Robin Peters, Executive Director of FHSPSF. "We continue to see the amazing IRONMAN athletes proving that 'Anything is Possible'. We feel that the mantra also represents what can be done to support the men and women who have dedicated their lives to protecting others."

### **The IRONMAN Foundation Newton Running Ambassador Triathlon Team**

The IRONMAN Foundation Newton Running Ambassador Triathlon Team, in its third year of existence, will be giving back in The Woodlands, Texas. The goal of the team is to have athletes share the concept of “service through sport and commitment to community.” The IRONMAN Foundation and Newton Running recruited athletes from across North America to represent the team and share the goodwill of giving back to race communities. Twenty members will be representing the team in Texas, and have identified Interfaith of the Woodlands as the beneficiary of a hands-on service project and the fundraising efforts of their team.

Interfaith is a non-profit social service organization that meets the basic needs of children, adults, families and seniors, improving their overall well-being and promoting self-sufficiency and independent living. Tri Team members have raised more than \$22,000 to donate to the organization. Additionally, the team will be volunteering in Interfaith’s community garden, called “Veggie Village”, which provides fresh produce for Interfaith’s food pantry, and for a food delivery service for homebound senior citizens. Tri Team members will provide hands-on help, including harvesting veggies, mulching and assembling shelving for the food storage unit. To further enhance this service project, Newton Running has donated 36 pairs of running shoes and Foster Grant has donated 200 pairs of glasses to be distributed among Interfaith clients.

“Our partnership with Newton Running has allowed us to come into a community and showcase that IRONMAN is so much more than an amazing endurance event,” said Dave Deschenes, Executive Director of The IRONMAN Foundation. “It is about IRONMAN, our partners and athletes making a difference in our race communities through the sport of triathlon.”

### **TEAM IMF**

TEAM IMF is The IRONMAN Foundation’s fundraising triathlon team. Team members have the opportunity to race in the IRONMAN event of their choice when they commit to raise \$3,000 for The IRONMAN Foundation’s Community Fund. Athletes participating in this program through the 2015 Memorial Hermann IRONMAN North American Championship Texas presented by Waste Management have raised nearly \$60,000, while collectively all of the Foundation’s TEAM IMF athletes have raised nearly \$350,000, for the IRONMAN Foundation’s Community Fund in 2015.

### **Featured Charity Partner**

Save the Children is a Featured Charity Partner of the 2015 Memorial Hermann IRONMAN North American Championship Texas presented by Waste Management. Their mission is to invest in childhood – every day, in times of crisis and for our future. They give children a healthy start, the opportunity to learn and protection from harm. Save the Children will race with a team of 40 athletes. The Save the Children team is on track to raise more than \$200,000 for international children’s relief work.

For more information on IRONMAN and The IRONMAN Foundation, please visit [www.ironman.com](http://www.ironman.com) and [www.ironmanfoundation.org](http://www.ironmanfoundation.org). For media related inquiries, please contact [media@ironman.com](mailto:media@ironman.com).

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### **About IRONMAN**

The iconic IRONMAN® Series of events is the largest participation sports platform in the world. Since the inception of the IRONMAN® brand in 1978, athletes have proven that ANYTHING IS POSSIBLE® by

crossing finish lines at the world's most challenging endurance races. Recognized for excellence through distinguished events, world-class athletes and quality products, IRONMAN has grown from a single race to a global sensation with more than 190 events across five unique brands: IRONMAN®, IRONMAN 70.3®, 5150™ Triathlon Series, Iron Girl® and IRONKIDS®. For more information, visit [www.ironman.com](http://www.ironman.com).

#### **About The IRONMAN Foundation**

Since its inception in 2003, The IRONMAN Foundation® has made philanthropic contributions totaling more than \$32 million dollars to numerous non-profit beneficiaries worldwide. The mission of The IRONMAN Foundation is: To leave IRONMAN's legacy through philanthropy, voluntarism and grant making; by supporting various athletic, community, education, health, human services and public benefit non-profit organizations around the world. The IRONMAN Foundation is a U.S. registered 501(c)(3). For more information contact [info@ironmanfoundation.org](mailto:info@ironmanfoundation.org).

#### **About Firehouse Subs Public Safety Foundation**

In 2005, Firehouse Subs created the Firehouse Subs Public Safety Foundation with the mission of impacting the life-saving capabilities and the lives of local heroes and their communities. Through the non-profit 501(c)(3), Firehouse Subs has given \$13 million to first responders and public safety organization in 43 states and Puerto Rico. For more information, visit [FirehouseSubs.com/Foundation](http://FirehouseSubs.com/Foundation).