

# ECO ACTIVE



## Racing for Your Cause

How can I help raise money for charities by participating in athletic events or competitions?

This was the question on the mind of Johnny Lincoln, founder of Race Raiser, before he created a unique way for athletes to support both local and national charitable organizations. During a long training run for the Carlsbad Half Marathon, the concept of Race Raiser was developed—creating a forum that connects athletes with nonprofits, enabling them to raise funds any time they race.

Eight months later, the concept has spawned into an online community of racers with the goal of supporting their individually chosen charities. As an avid racer himself, Lincoln understood the importance of working towards goals and the impact of the uniting experience a marathon, mud run or triathlon can provide.

The motivation for the website was inspired by two local charities: Girl's Think Tank in San Diego and Children of the Night in Los Angeles, for which Lincoln himself raised close to \$2,000 in two weeks, racing the Rock 'n' Roll Marathon in San Diego. Lincoln points out: "one unique aspect the site has provided since its launch is that users can access local non-profits, including school booster clubs, college team funds or other lesser-known charities." This is what makes the site different from other fundraising forums. When funds are raised for local causes, the impact can be stronger and the experience more personal. For example, one racer raised \$1,300 in a week for Talk About Curing Autism, and the U.C. Santa Cruz Women's cross-country team set out to raise \$15,000 by December for their organization.

The site is simple and easy to use with a three-step approach to getting involved. You can create a profile page and track your fundraising goals while you train for your upcoming race. The power of the site is the speed at which these funds are raised; right now the average page closes with over \$600 raised. The objectives of the site are to promote fitness through athletics and establish a relationship between individuals and charities to encourage contributions.

"It started as a spicy idea" says Lincoln, "but eight months later we launched the site, which has been successful, thanks largely to a lot of support from our friends, family and fellow athletes."

To learn more about Race Raiser, go to [raceraiser.com](http://raceraiser.com) or visit them at the upcoming America's Finest City Half Marathon or the Orange County Triathlon. ■

—Kevin Jackson is the owner of The Southern Terrain, an adventure guiding and altitude training organization. Contact [info@thesouthernterrain.com](mailto:info@thesouthernterrain.com).

## SHOPTALK

### San Diego Tri Club Celebrates 25th Anniversary

One of the largest triathlon clubs in the country is celebrating its 25th anniversary on Sept. 20. The Triathlon Club of San Diego invites everyone to join in the party from noon to 4 p.m. at the San Dieguito County Park. Live music, catered Mexican food, drinks, games and a chance to win two TitanFlex bikes are all part of the fun in store; and kids are free. Go to [triclubsandiego.org](http://triclubsandiego.org) for more information and to buy tickets.



### Fuel Up at the Waterfront Grill

Attention all bikers: The Waterfront Grill at Pier 32 Marina in San Diego has got your java, juice, protein platters and good-carb combos. South Bay's newest breakfast nook is ideally located along the Bayshore Bikeway route, a delightful 24-mile, 2.5-hour ride that tours a rich and varied landscape. The Waterfront Grill offers a menu to satisfy any taste bud, including breakfast burritos, amazing omelets, assorted pastries and hearty steel-cut oats. They also offer premium fresh-squeezed orange juice and fair trade coffee.

### RadioShack Partners With Lance Armstrong to Form New Cycling Team



RadioShack Corporation has announced a partnership with seven-time Tour de France winner Lance Armstrong to form a new American Pro-Tour cycling team. Beginning in 2010, Armstrong will compete for Team RadioShack as a cyclist, runner and triathlete in events around the world—including the 2010 Tour de France. Since his return to professional cycling, he has generated significant attention to the global fight against cancer. RadioShack will also sponsor the Lance Armstrong Foundation's signature fundraising event, the LIVESTRONG Challenge Series, a 5K run/walk and cycling ride in four U.S. cities. For more information, visit [radioshack.com](http://radioshack.com) or [livestrong.org](http://livestrong.org).

Photo by Elizabeth Kreutz

### People Drink More Water From CamelBak Bottles

Recently, a first-of-its-kind water consumption study at Pepperdine University revealed that participants drank up to 24 percent more water with CamelBak reusable water bottles than with other reusable and disposable bottles. Dr. Holden MacRae, professor of sports medicine, conducted the study to test the effects of water bottle design on fluid consumption. More study subjects preferred the CamelBak Better Bottle, saying it was easier to use, easier to drink from and didn't spill even when open. MacRae expects to publish his report on the study in late 2009 or 2010. For more information, visit [camelbak.com](http://camelbak.com). ■

