

February 19, 2011

To: Idaho Ironman 70.3 Athletes
From: Traci O'Donnell, Idaho Beef Council



Train harder – race faster – with Beef

The Idaho Beef Council wants you to join Team BEEF. Team BEEF is a group of athletes who demonstrate beef provides “fuel for the finish” by participating in running and triathlon events. The Idaho Beef Council is a sponsor and beef is the official protein of the Boise Ironman 70.3 triathlon. We are inviting beef-eating triathletes to join our team and experience the fun and excitement of our signature event.

This offer is FREE and limited to the first 100 Boise Ironman athletes who sign up! As a member of the team we will supply you with a Team BEEF triathlete race shirt and hundreds of adoring fans cheering you on as you swim, cycle and run through Boise on June 11th. Plus, all Team BEEF competitors who finish the race will qualify for Team BEEF prizes including Top Male, Top Female, Spirit of Beef awards, and numerous raffle prizes.



Joining the team is free. Members are not forced to donate or required to attend any special practices. Our team is open to athletes of all abilities, ages and backgrounds. From the novice to the elite, as long as you enjoy the great taste of meaty ribs, juicy hamburgers and a great steak grillin' on the BBQ, you can join Team BEEF.

This offer is limited to the first 100 sign-ups. So don't delay, join Team BEEF today.

For more information contact the Idaho Beef Council at (208) 376-6004.



MEMBER REQUIREMENTS

- Must eat beef
- Must be a resident of Idaho
- Must be registered for the Boise Ironman 70.3
- Must wear the Team BEEF shirt during bike and run portion of the race

MEMBER BENEFITS

- Customized Team BEEF tri-shirt
- Hundreds of adoring beef fans and a BEEF SWAT TEAM will be cheering you on throughout the race
- All finishers wearing Team BEEF shirts qualify for prizes
 - Top placing Team BEEF male
 - Top placing Team BEEF female
 - The Spirit of Beef award
 - And more!

Race shirts will be available at the beginning of June at the Idaho Beef Council office in Boise or you may pick them up during the Ironman Expo at our booth during the expo hours.

FREQUENTLY ASKED QUESTIONS

What is Team BEEF?

Team BEEF is a group of beef-eating athletes who believe in the power of protein. We demonstrate that beef gives us the strength and nutrients needed to cross the finish line by participating in running, cycling and triathlon events in Idaho. We eat beef and we have fun.

How Can I Join Team BEEF?

Simply complete the attached membership form and submit it to the Idaho Beef Council. Offer is limited to the first 100 registration forms received. Team BEEF is open to any Boise 70.3 registered athlete.

Are there any requirements to be on Team BEEF?

Yes. You must eat beef.

Are there team workouts and are they mandatory?

Nope.

What if I am not a very fast athlete or what if I am downright slow?

Not to worry. Eat beef and you'll improve.

What if I still have questions?

Don't hesitate to contact the Team BEEF headquarters at the Idaho Beef Council. Phone (208) 376-6004 during normal business hours.

Check out the Team BEEF Facebook page for photos of the team

Please complete this information if you plan to compete as part of Team BEEF at the 2011 Boise Ironman



Team BEEF Application



(1) First Name: _____ Last Name: _____ Age: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Email: _____

(2) Did you compete in the Boise Ironman in 2009 or 2010? Yes No (if no, skip to next section 3)

For returning Team BEEF athletes:

Do you need a new Team BEEF shirt? Yes No (if no, skip to section 4)

(3) Race top size (unisex sizing) Small Medium Large XL XXL

(4) Tell us a little about why you like beef and/or what's your favorite beef item?

(5) Do you agree to wear the Team BEEF race shirt during the Boise 70.3 Triathlon? Yes No

Waiver and Release

In consideration of my participation as a member of Team BEEF, including but not limited to any and all training and workout sessions, races, and all related social events and pre- and post-race activities for myself and my heirs, executors, successors and assigns, waive any and all rights, claims and causes of action I have or may have against the Idaho Beef Council and its affiliates, directors, employees, representatives, successors and assigns of each of the foregoing that may arise as a result of my participation in Team BEEF. By signing below, I acknowledge that my participation as a member of Team BEEF involves rigorous physical activity and that it potentially may be hazardous. I attest and verify that I am physically fit. I expressly assume all known and unknown risks associated with being a member of Team BEEF, including but not limited to: loss of or damage to my property; injury (including death); accidents; the effects of weather; and terrain conditions that may vary widely, and that may include uneven and/or slippery surfaces, spectators, participants, and natural and man made obstacles (including without limitation, vehicles, security barriers, signs, cables, mats, and debris on the course). I hereby agree to indemnify all the aforementioned entities for all claims and losses (including attorney's fees and court costs), which may be brought against any one or more of them by anyone claiming to have been injured or otherwise to have suffered loss or damage as a result of my participation as a member of Team BEEF. I further grant full permission to any and all of the foregoing to store, use and/or reproduce my image or likeness by any audio and/or visual recording technique (including electronic/digital) now in existence or hereafter invented, for any legitimate purpose, including commercial sales and marketing purposes.

Signature: _____ Date: _____

COMPLETE FORM AND SEND TO:

Team BEEF – Idaho Beef Council

2118 Airport Way

Boise, ID 83705

FAX: 208.376.6002

EMAIL: todonnell@idbeef.org



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