



## FOR IMMEDIATE RELEASE

### Media Contact:

Kathy Bricaud  
ACTIVE Network  
kathy.bricaud@activenetwork.com  
(858) 450-8877

### Media Contact:

Jan Fambro  
Pacific Sports LLC  
(310) 826-2962  
jfambro@speedworkslc.com

## ACTIVE NETWORK SIGNS ON AS OFFICIAL TECHNOLOGY SPONSOR ACROSS ALL PACIFIC SPORTS PROPERTIES

*U.S. Open Triathlon in Rockwall, TX will be "Powered by ACTIVE Network"*

ORANGE, Calif. – August 6, 2014 – [Pacific Sports LLC](#) and [ACTIVE Network](#) today announced that ACTIVE will be powering registration across all Pacific Sports events as the official technology sponsor for 2014. The companies also announced that ACTIVE Network will be the presenting sponsor for the U.S. Open Triathlon in Rockwall, TX on October 12 with the event name changing to the [U.S. Open Triathlon Powered by ACTIVE Network](#).

Pacific Sports produces 10 lifestyle events around the country including the [Long Beach Triathlon](#) (Aug. 17), [Herbalife Triathlon](#) (Sept. 21), [Newport Beach Triathlon](#) (Oct. 5), the inaugural [U.S. Open Triathlon](#) (Oct. 12), the inaugural [Brooklyn Triathlon](#) (Oct. 26), [L'Etape du California](#), [Cleveland Triathlon](#), [Triathlon Eugene](#) (OR), [Rose Bowl Half Marathon](#), and the [Brooklyn 15K](#).

“ACTIVE has been part of our registration solution in events in the past, but now we are fully integrated with all our events and able to take advantage of all of ACTIVE’s marketing channels,” said Pacific Sports President Jack Caress. “We are particularly excited about having ACTIVE with us for the U.S. Open Triathlon and to be part of their activities related to the move to their new headquarters in Dallas.”

Pacific Sports will be launching all online registration on ACTIVE Works Endurance, which has been custom built for endurance events, and will be able to take advantage of ACTIVE’s access to millions of runners, triathletes and cyclists. ACTIVE Works technology provides a scalable cloud platform that is secure, stable and flexible, and will work well for Pacific Sports running, cycling and triathlon events. Its emphasis on Mobile registration will also ensure athletes can easily register for a Pacific Sports event regardless of their location.

“The U.S. Open event is a great tie-in for us in Dallas and we want to use it to introduce ourselves and our products to the area,” said Sam Renouf, general manager of ACTIVE Network’s sports & consumer division. “We will also be incorporating our [ACTIVEx Charity Challenge](#) (AxCC) at Rockwall to support [KIDS in the GAME](#) (KITG). Last year ACTIVE supported nearly



**U.S. OPEN  
TRIATHLON**  
POWERED BY **ACTIVE**

2,000 underprivileged kids around the nation and helped them get involved in youth sports programs.”

Funds raised through AxCC helps KIDS in the GAME provide resources that get and keep kids in the game. The program provides financial assistance to help youth of all abilities from low-income families gain access to after school sports programs and physical education programs in schools. Research shows that kids who are active enjoy a better life, better grades and grow up to be healthy adults.

### **About Pacific Sports**

Founded in 1983 and based in Orange, CA, [Pacific Sports LLC](#) is a premier sports consultation firm, specializing in event production, management, and corporate sports marketing development. Having produced more than 300 sports events in the United States, including the 1996 Triathlon World Championships and 12 U.S. Championships, Pacific Sports LLC is dedicated to helping participants in all its events live an active lifestyle through the creation, development and management of participant and endurance sports including those of running, swimming and cycling. The firm produces events around the world including the [Herbalife Triathlon](#), [L'Etape du California](#), [Cleveland Triathlon](#), [Triathlon Eugene \(OR\)](#), [Rose Bowl Half Marathon](#), the [Long Beach Triathlon](#), the [Brooklyn 15K](#), the [Kring & Chung Newport Beach Triathlon](#) and the inaugural [Brooklyn Triathlon](#) and [U.S. Open Triathlon](#). More information: [www.pacificsportsllc.com](http://www.pacificsportsllc.com).

### **About ACTIVE Network**

ACTIVE Network™ is the leader in Activity and Participant Management™ and data solutions powering over 47,000 customers worldwide with SaaS technology that streamlines activity and event administration. Our enterprise-level [ACTIVE Works®](#) cloud platform, combined with our business intelligence tools, make managing and operating all types of activities, events and organizations smarter and more efficient. ACTIVE Network™ was founded in 1999 and has offices worldwide. For more information, visit: <http://www.activenetwork.com> or follow us on Twitter [@ACTIVENetwork](#).

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