



FOR IMMEDIATE RELEASE:

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Request for media

2011 Chief's Challenge
TRI-N-HARDER-4-KIDS Indoor Triathlon

What: San Diego Police Department & STAR/PAL invite you to attend the **2011 Chief's Challenge Indoor Triathlon!**

- Officers from SDPD and other local agencies will put their athletic ability to the test in order to help raise money to support underserved youth in our community!
- Proceeds from this event will directly benefit inner-city youth who take part in STAR/PAL programs.
- Indoor triathlon consists of a 10 minute pool swim, 20 minute cycle ride (stationary bike), and a 15 minute treadmill run.

When: Saturday, January 22, 2011 – First Wave Starts at 8 a.m.

Where: Lawrence Family Jewish Community Center located at 4126 Executive Drive, San Diego CA 92037

Why: SDPD Assistant Chief Shelley Zimmerman, a regular competitor in local indoor & outdoor triathlons, has challenged fellow law enforcement officers to compete in this fun-filled event to raise money for the most worthwhile cause in our community: **kids!** Please join our local heroes who are willing to literally go *the extra mile* for San Diego's youth! Through their personal fundraising efforts, officers are ensuring that a deserving child gets to take part in enriching programs and opportunities through STAR/PAL. Anyone can support the "TRI-N-HARDER-4-KIDS" event by following the instructions posted on our website: www.starpal.org.

STAR/PAL (Sports Training, Academics, Recreation/Police Athletic League) is a nonprofit organization that provides over 10,000 youth services annually in inner-city neighborhoods throughout the city and county of San Diego. STAR/PAL program directors are law enforcement officers from SDPD and County Probation who offer critical programs which focus on promoting youth safety, positive life choices, and academic success.

STAR/PAL brings youth and law enforcement together today...to build safer communities tomorrow.

www.starpal.org