

**FOR IMMEDIATE RELEASE**



**PARADOX SPORTS RECEIVES \$10,000 GRANT AWARD FROM THE IRONMAN FOUNDATION**

**(BOULDER, CO)** (July 14, 2015) – Paradox Sports will receive a \$10,000 award from The IRONMAN Foundation Community Fund to organize, coordinate and facilitate adaptive rock, ice, and mountain climbing and river adventures for those suffering from a physical disability including amputation or limb difference, Traumatic Brain Injury, Spinal Cord Injury, and other types of Neurological and Neuromuscular Conditions. This is part of a larger giveback in the greater Boulder area as part of the IRONMAN® Boulder triathlon taking place on Sunday, August 2, 2015. The IRONMAN Foundation's contributions will provide support to non-profit needs and initiatives within the local community, and brings the total giveback in Boulder region to over \$121,000 in 2015. Including the IRONMAN Foundation donations as part of IRONMAN Boulder, a total of over \$1.5 million will be provided to support the needs of IRONMAN race communities in North America in 2015.

The mission of Paradox Sports is to improve people's lives by creating physical adaptive sport communities built to inspire. Paradox Sports seeks to recognize and foster an individual's potential and strength, defying the assumption that people with a physical disability can't lead a productive, life of excellence. Paradox Sports provides inspiration, opportunities, and specialized adaptive equipment so that everyone is able to be an active participant in human-powered sports. Paradox Sports will use the funds to continue to subsidize programs to ensure no one is denied an opportunity to participate. The average cost to deliver a program is \$250 a day per person. The end cost of programming is subsidized through fundraising and support such as the IRONMAN Foundation. With this grant from the IRONMAN Foundation, Paradox Sports will serve 40 veterans, civilians, and youth with disabilities in life-changing, perception-shattering adventures in the outdoors climbing rock and ice, and on adaptive mountain and river expeditions.

The mission of the IRONMAN Foundation is to leave IRONMAN's legacy through philanthropy, volunteerism, and grant making, and to support various public benefit organizations around the world. We are thrilled to expand the Foundation's reach and impact through this community grant to Paradox Sports," said Dave Deschenes, Executive Director of The IRONMAN Foundation. "This donation allows us to showcase that IRONMAN is so much more than an amazing endurance event. It is about IRONMAN, our partners and athletes making a difference in our race communities through the sport of triathlon.

Executive Director, Doug Sandok, said "The grant from the Ironman Foundation aligns well with our mission and directly supports our life changing programming. Paradox Sports not only supports individuals in discovering what they are capable of, but also creates adaptive sport communities that include people with disabilities and other able bodied individuals. By creating these powerful inclusive communities we are exploding preconceived notions of what someone with a disability is capable of. We create bridges and bonds in the outdoor community for our veterans, creating a holistic approach to changing people's perceptions of difference and possibility. We are proud to be partnering with the Ironman Foundation in creating that positive change. The multisport community has always been about breaking through perceived limits and challenging the possible and that attitude aligns closely with our own. Thank you to the Ironman Foundation for supporting the mission and work of Paradox Sports.

Community grant recipients will be honored at the Athlete Welcome Ceremony at 7:00 p.m. on Friday, August 2, 2015 at Boulder High School.

For more information about the Paradox Sports, please visit [www.paradoxsports.org](http://www.paradoxsports.org). 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 Paradox Sports**

Paradox Sports is a Boulder, Colorado-based nonprofit founded in 2007 by Tim O'Neill, D.J. Skelton and Malcolm Daly to improve people's lives by creating physical adaptive sport communities built to inspire. Focusing on adaptive climbing clinics and trainings, human powered adaptive adventure experiences, and community building, the organization is breaking down barriers for people with paraplegia, amputations and limb differences, visual impairment and blindness, and other disabilities. For more information, visit [paradoxsports.org](http://paradoxsports.org).

### **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 the IRONMAN legacy through philanthropy, volunteerism and grant making; by supporting various athletic, community, education, health, human services and public benefit 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).