



EVENT GUIDE

WELCOME TO TRI-CITIES, WA

Early mornings along the Columbia River can be mesmerizing. In the stillness, a pale glow of reflected color moves along the dark surface of the waters. Gold and purple stretch across the horizon and seem to strum the heartstrings as the melody of another sunrise begins to play.

One Sunday in September each year, the morning melody takes on a different rhythm. It reverberates with a peculiar kind of nervous confidence. Hope and anticipation swell in the hearts of 2,500 athletes and a broader community of families, friends, safety stewards and volunteers gathered at the river's edge. The mesmerizing atmosphere of the morning remains, but on this day, it resonates with a buzz of activity, anticipation and deep-seated emotion.

Welcome to the Cuisine Solutions IRONMAN® 70.3® Washington Tri-Cities.

IRONMAN® is a world of relentless preparation – and it's inspiring. The collective motion generated to bring about this event is transformative. You see it everywhere: in the athletes; in the volunteers; in the agencies and partners working behind the scenes; and in the residents cheering from the neighborhoods along the course. People who get involved get inspired and it changes them.

Last year, in the Global Athlete Choice Awards, athletes rated the Tri-Cities as the **No. 1 run course in the world**. We're incredibly proud of that recognition. While it certainly reflects the beauty of our riverfront course, we believe it says something even greater about the experience this community comes together to create.

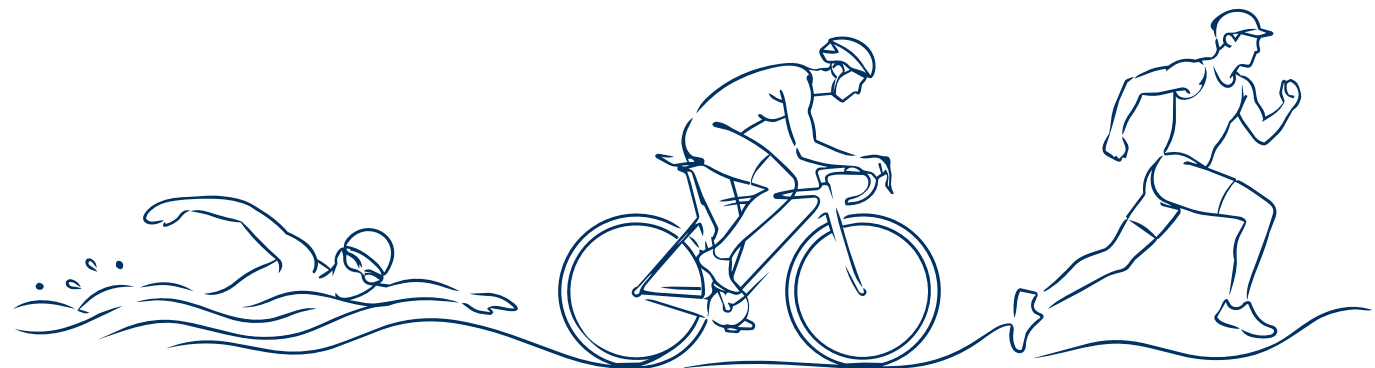
There is a confidence that comes from showing up, and we've seen that confidence grow through the shared effort of our community. That community vitality may be one of the greatest benefits of hosting this event. IRONMAN reminds us that there is transformative power inside, and it gives us a meaningful place to share it.

Thank you for joining us in the effort. We're proud to have you here. We're confident that it is in you. And together, we'll let it shine.

Be Good!



Kevin Lewis
President & CEO
Visit Tri-Cities



Visit
TRI-CITIES
WASHINGTON

Party
AT THE
Point

FRIDAY, SEPTEMBER 18

Columbia Point Marina Park, Richland

**FREE COMMUNITY
EVENT**

Live Music • Food Trucks
Beer Garden • Local Makers
Family Fun

**FREE PARKING +
SHUTTLE**

Park at Fran Rish Stadium
(1350 Lee Blvd)
Free shuttle to Columbia
Point Marina Park
4:30–8:30 PM

THANK YOU TO OUR SPONSORS



PORT of
KENNEWICK



GETTING AROUND ON RACE DAY

Traffic Impacts for Race Day
Sunday, September 20, 2026

Moving 2,500 cyclists through a course that spans 56 miles across a community is quite a feat. Navigating vehicle traffic around the course is even trickier. The bike portion of the IRONMAN® race is like a big parade of fit athletes and it lasts most of the morning. But the course is well marked, intersections are controlled, and alternative routes are available for motorists. If you need to drive somewhere, the most important step is a little pre-planning.

5 TRAFFIC ZONES HAVE BEEN IDENTIFIED

Zone 1: George Washington Way and Highway 240 impacted time: 6:00 AM - 1:00 PM

Zone 2: Duportail St. to Keene Rd. (Richland) impacted time: 7:00 AM - 9:30 AM

Zone 3: Keene/ Queensgate to Cottonwood Dr. impacted time: 7:00 AM - 10:00 AM

Zone 4: Badger Rd. to Dallas Rd. impacted time: 7:15 AM - 11:45 AM

Zone 5: Keene Rd. to 240 (West Richland) impacted time: 8:00 AM - 12:30 PM

YOUR SURVIVAL GUIDE

- Check our website for the full traffic master plan before race day
- Trust your buddy Waze – Google’s got the most current traffic intel on race day
- Pro tip: Knock out those errands BEFORE Sunday, September 20. Your future self will thank you!

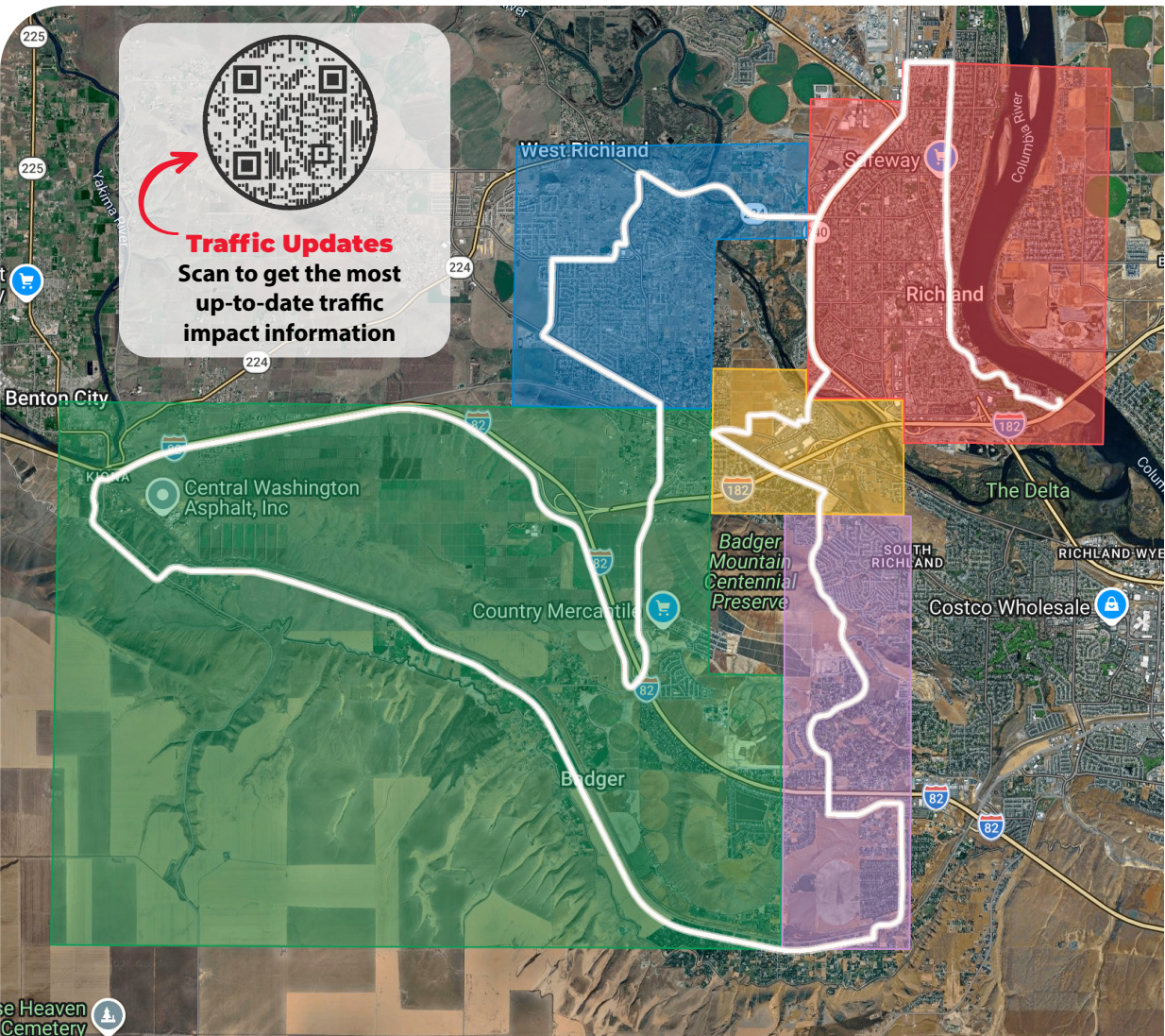
THE GOOD NEWS

The bike portion gives athletes a chance to experience more of the beautiful community we’re proud to call home. It uses rolling closures, meaning roads reopen shortly after the last cyclist passes through each section. At heavily

impacted intersections, additional public safety officers and flaggers will be on hand to help drivers navigate through the course when it is safe to do so.

And after 1:00 PM, it’s back to business as usual, with roads clear and normal traffic patterns restored.

The event brings millions of dollars into our community while showcasing the Tri-Cities to visitors from around the world. Plan ahead, allow a little extra time, and help us make race day a positive experience for athletes and drivers alike. Thanks for your patience and for sharing the road!



CATCH THE ACTION

Your Guide to
Watching the Race

You’ve planned your route and now it’s time to join the fun. Start at the swim, follow the action to Cuisine Solutions IRONMAN® Village and find your favorite spot to cheer along the course.

START HERE

RACE START | 6:15 AM

- **Howard Amon Park**
Arrive early to find your viewing spot before the National Anthem at 6:25 AM and cannon start at approximately 6:27 AM, when athletes enter the Columbia River in front of the Richland Community Center.

FOLLOW THE RACE

Once the swimmers are underway, walk the Richland Riverfront Trail toward Columbia Point Marina Park. You’ll follow the direction of the swim course right to IRONMAN® Village, where athletes exit the water and transition to the bike.

From there, stay near the riverfront or head to one of the viewing areas to the right.

WHERE TO CHEER

BIKE | 6:45 AM - 1:10 PM

- **George Washington Way**
See athletes heading out on the bike course and returning to transition.
- **North Bermuda Road | The Big Climb**
Bring the noise as athletes tackle the biggest climb of the course near Badger Den, Westcliffe Estates and the Plateau Subdivision.
- **Kennedy / Arena Area**
Catch athletes near where Dallas Road transitions into Bombing Range Road.
- **Dallas Road**
This long stretch has limited spectator access. For easier viewing, choose a location closer to Kennedy / Arena.
- **Safety First**
Bikes may be traveling 30+ mph. Stay safely outside the course. Please remember athletes may only receive assistance at official aid stations.

RUN | 8:50 AM - 4:00 PM

- **Richland Riverfront**
The final leg follows much of the Richland Riverfront Trail. Find a spot and bring the energy!

POPULAR VIEWING AREAS

- Richland Yacht Club
- The Moorings & Marina Vista Estates
- Hains Avenue Levee Trail
- Ferry Road / Harris Avenue / Sprout Road
- Columbia Point Drive

Then head back toward IRONMAN® Village and the finish line to celebrate.

NEED A SIGN?
WE’VE GOT YOU.



Stop by the Visit Tri-Cities booth at IRONMAN® Village to make a sign before heading out to cheer. Make it funny. Make it encouraging. Make sure they can spot it.

PARK. RIDE. CHEER.

FREE PARKING

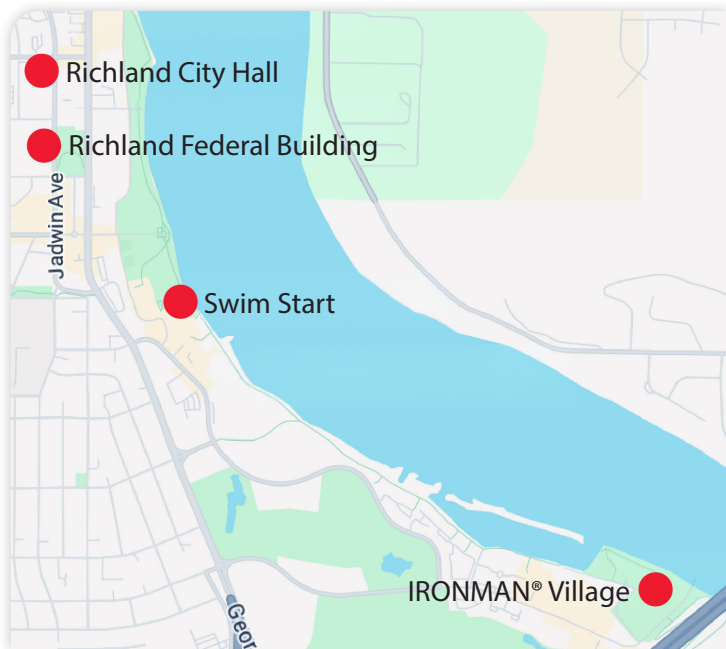
Free public parking is available at the Federal Building and Richland City Hall.

FREE SPECTATOR SHUTTLES

Shuttles will run a continuous loop, starting at 4 a.m., from the Federal Building / Richland City Hall Parking Lot to IRONMAN® Village at Columbia Point Marina Park.

IMPORTANT INFO

Columbia Point is closed to spectator vehicle access on race morning. Access IRONMAN® Village by shuttle, walking or biking. Vehicle access is reserved for authorized traffic only.



TRI-CITIES ANNUAL EVENTS

JANUARY

TRI-CITIES FAMILY EXPO
Grab the kids and join in for two days of activities and entertainment.

TRI-CITIES SPORTSMEN SHOW
Step into the exciting world of outdoor sportsmanship at this fun and educational event in Pasco.

FEBRUARY

THREE RIVERS CRAFT BREW AND BACON FESTIVAL
Local brewers offer an assortment of craft beer, hard cider, and select wines to sample and pair with bacon dishes from local restaurants and caterers.

RADCON
Fantasy and science fiction buffs gather here Valentine's Day weekend for panels, tabletop games, and a costume contest.

MARCH

ANNUAL BADGER MOUNTAIN CHALLENGE
Highlights of Eastern Washington's premier ultramarathon are its 100- and 50-mile ultras.

CUSTER'S SPRING ARTS & CRAFTS SHOW
Shop Pacific Northwest-made jewelry, metal art, mixed media, and specialty food—all over three days at the HAPO Center.

APRIL

PASCO TACO CRAWL
Feast on some of the best tacos in the region while supporting the Boys & Girls Club of Benton and Franklin Counties.

SPRING BARREL TASTING
Join dozens of wineries throughout the Tri-Cities region offering up sips of upcoming vintages straight from the barrel.

TRI-CITY RACEWAY APPLE CUP
Get ready for two days of the adrenaline rush of watching cars race on the trickiest half-mile asphalt short track in the nation.

MAY

CINCO DE MAYO
This annual festival celebrates local—and global—Hispanic cultures.

TRI-CITIES TEQUILAFEST
Sip, sample, and shop top tequilas, margaritas, and mezcal while enjoying small bites, music, photo ops, and more at the Benton County Fairgrounds.

JUNE

COOL DESERT NIGHTS
A Friday-night cruise, a street dance concert in John Dam Plaza, and a car show-n-shine all day Saturday at Richland's Uptown Shopping Center and Jefferson Park.

THUNDER ON THE ISLAND CONCERT SERIES
Enjoy the kickoff of weekly concerts on the island. Dance the summer nights away to favorite local bands every Wednesday night.

TRI-CITIES PRIDE FESTIVAL
This free event in Pasco's Volunteer Park celebrates the LGBTQI community.

JUNETEENTH
Commemorate the end of slavery with this celebration featuring a live DJ, kids' activities, food trucks, and more; held in Pasco's Kurtzman Park.

MARIACHI & MORE FESTIVAL
Groove to the sounds of top Northwest mariachi groups and other bands.

SACAJAWEA BLUEGRASS FESTIVAL
This long-running annual festival features musical performances, music lessons, and food.

PNW COLLECTOR CONVENTION
A two-day celebration of collecting, featuring sports cards, coins, memorabilia, and community.

JULY

BENTON CITY'S 4TH OF JULY
This weekend comes with a biscuit breakfast, kids' parade, and fireworks.

GRAND OLD 4TH OF JULY CELEBRATION
This two-day event includes a family bike ride and a fireworks show at Gesa Stadium.

RIVER OF FIRE
Celebrate the Fourth with a day-long celebration at Kennewick's Columbia Park.

RICHLAND ART IN THE PARK
Peruse booths from more than 200 makers and artisans at this annual event held at Howard Amon Park; it also includes local food vendors and entertainment.

TRI-CITIES WATER FOLLIES COLUMBIA CUP & OVER THE RIVER AIRSHOW
It's ultimate hydroplane racing at 200 mph along the Columbia River as boaters compete to take home the coveted Columbia Cup.

AUGUST

BENTON FRANKLIN FAIR & RODEO
Locals call this the "best week of summer." The annual fair and rodeo includes a grand parade, a demolition derby, and a concert series.

TRI-CITY RACEWAY NASCAR ARCA WEST SERIES
This regional stock car racing series is owned and operated by the Automobile Racing Club of America and the National Association for Stock Car Auto Racing.

TUMBLEWEED MUSIC FESTIVAL
This free, open-air folk and bluegrass festival celebrates local and international singer-songwriters with live performances and workshops in Howard Amon Park.

SEPTEMBER

THREE RIVERS TATTOO CONVENTION
Tattoo artists and enthusiasts travel from around the country for this three-day festival.

FIERY FOOD FESTIVAL
Celebrating a variety of cultures through food, plus a hot-pepper-eating contest.

SAUSAGE FEST
Free and featuring exclusively locally sourced food plus live bands, bingo, and community performances.

CRAWFEST
Feast at this delicious crawdad boil with live Zydeco music, an annual Pasco event.

IRONMAN® 70.3®
This half-Ironman-distance triathlon is a perfect race for first-time triathletes and seasoned veterans alike.

GREAT PROSSER BALLOON RALLY
Hot air balloons take to the skies in a riot of color the last full weekend of September.

OCTOBER

COUNTRY MERCANTILE FALL HARVEST FESTIVAL
Embrace crisp autumn vibes with everything from pumpkin picking and corn mazes to mining for gemstones.

TRI-CITIES INTERNATIONAL FILM FESTIVAL
Enjoy three days of Oscar-winning short films as well as feature-length projects.

TRI-CITY RACEWAY FALL CLASSIC
Featuring over 140 cars, the Northwest's largest motorsports event is held at Tri-City Raceway.

MIDDLETON'S FALL FESTIVAL
Wind your way through the 8-acre corn maze, try your hand at pumpkin bowling, and ride the zipline at this monthlong farm harvest festival.

WINE CRUSH
Plan a tasting tour of Tri-Cities-area wineries during the celebrated harvest season.

FIELD OF SCREAMS
Sneak through an array of haunted areas—if you dare.

WATER LANTERN FESTIVAL
View thousands of floating lanterns adorned with messages of love and hope; enjoy food, games, activities, and music.

NOVEMBER

CUSTER'S CHRISTMAS ARTS & CRAFTS SHOW
This three-day event showcases jewelry, ceramics, and metal art from Pacific Northwest artisans.

THREE RIVERS WINE FESTIVAL
This evening includes wine tasting, hors d'oeuvres, and live entertainment.

DECEMBER

HOMETOWN HOLIDAY PARADE
Usher in the holiday season—and Santa—with this old-timey parade that marches through downtown Kennewick.

LAMPSON CABLE BRIDGE RUN
Lace up for this scenic city run across the Columbia River from Kennewick to Pasco via the Cable Bridge. Kids ages 4 and under race free.

LIGHTED BOAT PARADE
Festively lit boats cruise up and down the Columbia River.

WINTER WONDERLAND
Walk amid enchanting holiday lights in Richland's John Dam Plaza and take a holiday train ride in Howard Amon Park.

PASCO WINTERFEST
The annual tree-lighting event includes family-friendly activities, music, and food vendors.



MAKE THE MOST OF YOUR TIME
IN THE TRI-CITIES

You came for race weekend. While you're here, we hope you'll discover a little more of the place we call home.

WELCOME TO WASHINGTON WINE COUNTRY

The Tri-Cities sits at the heart of Washington wine country, surrounded by some of the state's most celebrated vineyards and wineries. Sip your way through nearby tasting rooms, discover new favorites and meet the people behind the bottle. From Pasco to Prosser and beyond, an incredible wine experience is never far away.



Explore Washington
Wine Country

A WARM WELCOME, TRI-CITIES STYLE

Our local businesses are excited to welcome Cuisine Solutions IRONMAN® 70.3® Washington Tri-Cities athletes, families and supporters. Restaurants, wineries, breweries, shops and attractions throughout the community are offering special deals and discounts during race week. Consider it our way of saying: We're glad you're here.



Find IRONMAN®
Weekend Deals

BE PART OF RACE DAY

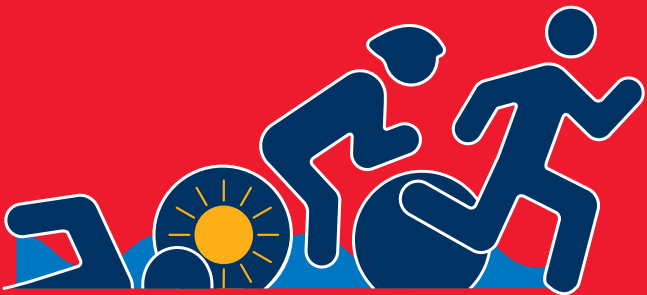
Want to experience the energy of race day from the other side of the course? Join the local volunteers who help make this event possible. From athlete support to course operations, there are opportunities to lend a hand, meet new people and help athletes reach the finish line.



Find Volunteer
Opportunities

STAY A LITTLE LONGER

Wine tasting is only the beginning. Explore the Columbia River, hit a local trail, discover our shops and restaurants, or simply find a sunny spot to unwind after a big weekend. There's more to the Tri-Cities than the course. We hope you'll explore it.



IM TRI

PRESENTED BY BECHTEL

TRI-CITIES WASHINGTON



Reaching an IRONMAN® starting line takes more than months of training. Behind every athlete is a story of challenges, determination, support and countless moments that make getting to race day an achievement of its own.

IM TRI was created by Visit Tri-Cities to help local athletes with significant challenges to entry bring that journey home.

Now in its second year, the program gives two local athletes the opportunity and support to prepare for the Cuisine Solutions IRONMAN® 70.3® Washington Tri-Cities triathlon. But the goal extends beyond getting two people to the finish line. IM TRI shows what can happen when individual determination meets the support of a community.

"One of the most powerful things about hosting IRONMAN® is the energy it creates throughout the Tri-Cities," said Kevin Lewis, president and CEO of Visit Tri-Cities. "We see people inspired to move more, challenge themselves and reconsider what they believe they're capable of. IM TRI gives us a way to turn some of that inspiration into action."

Through the support of presenting sponsor Bechtel and community partners Columbia Basin Racquet Club, Augment Wellness, Runner's Soul, Jennifer Comfort

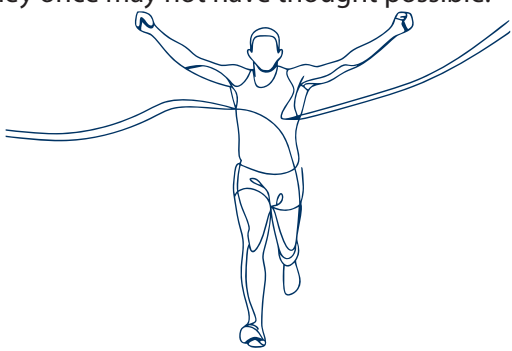
Coaching and Trek Kennewick, IM TRI provides the training, equipment, recovery resources and support athletes need to prepare for race day.

This year, that journey belongs to Jaime Vera and Mariel Gentges.

Their paths to the starting line are very different, but both are reminders that strength isn't always loud or obvious. Over months of training, they've taken on challenges one swim, one ride and one run at a time.

"There's a peculiar kind of confidence in the Tri-Cities that grows through collective effort," Lewis said. "It's a strength that comes from showing up for one another. The athletes have to do the work, but IM TRI surrounds them with people invested in helping them succeed."

When Jaime and Mariel reach the starting line on September 20, they won't get there alone. Their journey reflects what IM TRI is all about: giving local athletes the opportunity, resources and community support to take on a challenge they once may not have thought possible.

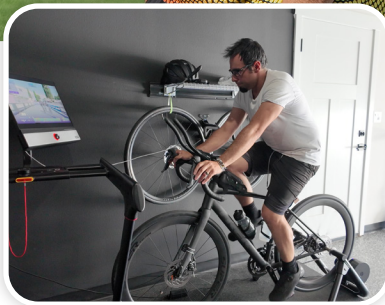


IM TRI Athlete

JAIME VERA

FROM “CAN I?” TO “I CAN.”

“I used to think accomplishing something like an IRONMAN was only for elite athletes. Now I know ordinary people can achieve extraordinary things when they commit to the process, trust themselves, show up and refuse to quit.”



When Jaime Vera was selected for IM TRI, he knew the months ahead would challenge him physically. What he didn't expect was how much the journey would change the way he saw himself.

“I expected to train my body, but I didn't expect to strengthen my mindset, confidence and resilience to the extent that I have,” Jaime says.

That growth hasn't come easily.

Long before IM TRI, Jaime was navigating the effects of a herniated disc, back surgery, degenerative disc disease and an autoimmune condition. His path back to movement began slowly, with careful walks and small, intentional steps. Training for the Cuisine Solutions IRONMAN® 70.3® Washington Tri-Cities triathlon once seemed far removed from what his body would allow.

Even now, progress isn't always predictable. Flare-ups can follow

difficult workouts, and balancing training with work, family and everyday responsibilities has tested him in ways a training plan can't always anticipate.

On the hardest days, Jaime has learned to return to something simple: focus on progress, not perfection.

He remembers why he started, leans on the encouragement of his wife, kids, coaches, coworkers, friends and supporters, and takes the journey one workout at a time.

“Taking it one workout at a time made even the biggest challenges feel manageable.”

Then came a weekend workout that changed his perspective.

Jaime completed roughly 80 percent of the 70.3 distance or effort that had once seemed impossible. He finished tired, but strong.

“For the first time, I realized that the goal wasn't out of reach,” he says. “It was no longer something other people could do, but something I could do if I continued to trust the process and stay committed.” That realization has become one of the biggest lessons of his IM TRI experience. Jaime has learned that confidence isn't necessarily something you have before taking on a challenge. Sometimes, it's something you build by continuing to show up.

He has also discovered just how many people can become part of one person's journey. His coaches have provided guidance and belief when he needed it. IM TRI sponsors and partners helped make the opportunity possible. His faith, family, coworkers and friends have provided a foundation of support, while his wife has been beside him through difficult workouts and small victories.

And his children have been watching.

Before training began, Jaime hoped this experience would show them that a diagnosis doesn't have to determine what their lives can look like. Months later, he's been able to demonstrate that lesson one workout at a time.

As September 20 approaches, crossing the finish line will represent far more than swimming, biking and running 70.3 miles. It will represent months of commitment, adaptation and choosing to keep moving forward when the outcome wasn't guaranteed.

“I hope people see that extraordinary accomplishments are built through consistency and daily effort,” Jaime says. “You don't have to be the strongest, fastest or most talented person to achieve something meaningful. You simply have to keep moving forward and showing up.”



IM TRI Athlete

Mariel Gentges

THE GOAL WAS NEVER TO BE FEARLESS

“I used to think the goal was to stop being afraid. Now I know the goal is to stop letting fear make my decisions.”



When Mariel Gentges was selected for IM TRI, she expected to be challenged. She knew there would be early mornings, tired legs and the daunting task of learning to swim, bike and run her way toward the Cuisine Solutions IRONMAN® 70.3® Washington Tri-Cities.

What she didn't expect was how much the journey would change her understanding of courage.

“I used to think confidence came before doing something difficult,” Mariel says. “This journey has taught me that sometimes confidence comes afterward.”

For Mariel, that has meant showing up on the days when she feels strong and the days when she doesn't. She also lives with hereditary angioedema (HAE), a rare genetic condition that can cause sudden and unpredictable episodes of severe swelling. Because physical stress can be a trigger, training requires her to pay close attention to her body and respect its limits.

Perseverance doesn't mean ignoring those circumstances. It means learning how to move forward with them.

Swimming put that lesson to the test. For months, Mariel would drive past the Columbia River and look toward the bridge, knowing she would eventually have to swim 1.2 miles through that water. She struggled with her breathing in the pool, and from the road, the race-day distance looked impossible.

Then she swam it.

Completing the full 1.2 miles on the actual course became a turning point. The stretch of river she had spent months questioning was suddenly behind her.

“I had struggled, gotten frustrated, questioned myself and kept coming back.”

The experience reinforced a lesson: sometimes the thing that looks impossible from a distance becomes possible one stroke, one mile or one day at a time.

She hasn't made that journey alone. Her coaches, IM TRI sponsors and partners have provided guidance, resources and belief. Her family, friends and a close-knit circle of supporters she affectionately calls her “Vintage Lovely People” have listened through the fears, celebrated victories and been there through moments of doubt.

That community has changed Mariel's idea of strength. She once associated strength with independence. Now she sees strength in asking for help, trusting others and allowing people to care about the outcome with her.

That support has taken on even greater meaning as Mariel has trained while carrying the grief of losing her father. She has often wished she could call him after a workout or tell him how far she swam. On September 20, she knows she will carry him with her across the finish line.

“Moving forward does not mean leaving the people we love behind,” she says.

When Mariel imagines that finish line, she sees every uncertain beginning, difficult workout and day she chose to return. She hopes someone watching will reconsider the challenge they've already decided is impossible.

“You do not have to wait until the grief is gone, the fear disappears, or life becomes easier before you keep moving forward,” she says. “You just have to be willing to take the next step.”

Visit Tri-Cities created **IM TRI** to celebrate the goodness of our community. The program gives two deserving locals the opportunity to train for and compete in the Cuisine Solutions IRONMAN 70.3 Washington Tri-Cities.

By removing barriers to participation, IM TRI creates a pathway to health, wellness, and personal achievement.

See the inspiring stories of this year's IM TRI athletes on pages 9 & 10 inside.

Thank you to our IM TRI Sponsors!

PRESENTING SPONSOR



OFFICIAL SPONSORS



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