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### **Local Triathlete Raises Money for Children's Charities**

PRESCOTT, Ariz. (July 9, 2009) - For most people, the thought of participating in a triathlon may seem impossible, but for so many chronically ill children, it actually is. The founders of TriForKids, a Prescott-based non-profit organization, have these children in mind during every triathlon training session and as they cross every finish line.

Started in 2008 by Prescott resident Jim Jones, TriForKids raises money and awareness for numerous children's charities including hospitals that provide highly specialized care for children with chronic and life-threatening illnesses. As the sales director at Prescott's Talking Rock community, Jim never intended TriForKids to be his full time job; the organization does not pay salaries or have office space. Instead he has turned his passion for the sport into the simplest form of charity.

Jim and his son Tanner raise money for every mile they race and then donate one-hundred percent of the proceeds to children's charities including Shriner's Hospital for Children, St. Joseph's Hospital and Medical Center, Phoenix Children's Hospital, St. Jude Children's Research Hospital and Prevent Child Abuse Arizona. Donors can choose to give a set amount of money per race or donate per mile completed; they also have the option of choosing the recipient of their gift. To make giving easy, donations are received on each charity's Web site, through a link on [www.triforkids.info](http://www.triforkids.info).

Currently, Jim and Tanner are training for the Orange County International Triathlon in Mission Viejo, Calif. on September 27.

For more information on TriForKids visit [www.triforkids.info](http://www.triforkids.info) or call (928) 899-8454.

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