

# Triathlon boosts economy

## Geneva's 3-day Musselman competition brings crowds

By **MIKE MASLANIK**

FINGER LAKES TIMES

GENEVA — Next weekend's Musselman Triathlon will draw hundreds of professional athletes seeking cash prizes and the thrill of victory, but area businesses will end up the true winners.

"Anytime you can gather a large group of people in a destination, there has to be an increase in activity," said Belinda Venuti, marketing membership manager at the Geneva Area Chamber of Commerce.

"Whatever the impact is, it's positive."

Roughly 1,600 athletes — including two U.S. Olympians heading to the Beijing games next month — are expected to compete in the Musselman's four events July 11 to 13, said race coordinator Jeff Henderson.

"People will get the opportunity to see what the very best athletes in the world look like competing at a high level," Henderson said.

Olympic qualifiers Julie Swail

Ertel, of Irvine, Calif., and Jarrod Shoemaker, of Maynard, Mass., are among the elite athletes competing in this Saturday's International Triathlon Union Pan American Cup race.

Other races include the Half-Iron, the shorter Mini-Mussel and MusselKids competitions.

The field of competition has grown each year since the race started in 2004, Henderson said, and the



Jan Regan Photography

**Musselman competitors received support in downtown Geneva as they neared the end of 13.1 miles of running during last year's race.**

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