



Mermaid Mafia Tri Club • All Women's Triathlon Club • Santa Cruz

Transform ~ Revive ~ Inspire

The mission of the **Mermaid Mafia Tri Club** is to offer opportunities for women to TRI

- **Transform** their mind and body through, swim, bike and run training, with educational clinics to ensure safety and increase knowledge.
- **Revive** their spirit and strength by engaging in activities that support **ALL** women to achieve their goals regardless of their athletic ability.
- **Inspire** those around them to enjoy movement, better themselves, and serve others.

My life has been completely **Transformed** through the sport of triathlon. About a year ago I was a depressed, overweight single mom carrying the weight of the world on my shoulders. I was working on finding my way to loving myself when a friend asked me to join a triathlon training group with her. I thought, “are you crazy, I don’t even know how to swim!” But I decided to take a leap of faith and jump into the journey of TRI. I personally knew the coach of the training program, Melani, and I trusted her.

Training to become a triathlete **Revived** my soul and I found my way back to a passion deep within me. Now it is my opportunity to “pay it forward” and **Inspire** others. I believe that I needed to go through the process so that I would develop the gift to “believe in others until they have the courage to start believing in themselves again.”

In seeking a way to make a difference I discovered a book “*Women Who Tri*” – reading that book gave me the hope that it is possible to help other women Transform, Revive and Inspire themselves and others through the multi-sport of triathlon.

So it all began... when I shared the possibility with my friend, mentor and coach, Melani along with two other co-founders, Linda and Joanne we all just knew it was our calling and jumped in with a passion to be a place for **ALL** Women to **BELONG** and **BECOME**.

Co-Founder and Co-Chair *Christine Matheny*

Have you ever been told something that turns your world upside down? For most it is bad news – for me it was the idea of the Mermaid Mafia Tri Club. My friend and co-founder Christine wrote a simple note on an envelope – “I am reading a book called “*Women Who Tri*” – just planting a seed.” Then a post on Facebook, an email, and an enthusiastic meeting at a coffee shop – her idea bursting forward like the swell of the ocean. Between those simple prompts and that enthusiastic meeting - it triggered in me sleepless nights and distracted days. There were lots of reason **TO** and no reasons **NOT TO**. I could no longer think - it was time to act.

Gathering like-minded women we established the Board of Directors, launched our website, created registration and donation options, and continue to create the moving parts to further this opportunity for women. We have also surrounded ourselves with planners and action people who donate their time to make this club a reality. We have developed a mission statement that reflects the true hearts of the leaders of this club.

What’s left now is to gather the monetary resources to keep the development on track. Thank you for considering a Sponsorship of the Mermaid Mafia Tri Club.

Co-Founder and Head Coach *Melani Amaris*



Co-Founders MMTTC, Melani and Christine

Mermaid Mafia Tri Club • All Women's Triathlon Club • Santa Cruz

Melani and I have been passionate about the sport of triathlon for years. Together we have dedicated ourselves to coaching and encouraging others to love the sport as much as we do.

In December 2016, I made a commitment to myself to focus on my health. I studied about nutrition, portion control, supplements and exercise. Today I am 70 pounds lighter, healthier by all measures, and dedicated to helping others in their transformation.

It has always been a dream of ours to take our love for the sport to the next level and build a community that TRI's together. Out of the blue one day after an open water swim, Christine asked Melani and I to join her for a cup of tea. She shared a vision with us about the possibility of an all-women's triathlon club if we all come together and asked us if we would be willing to hop onboard.

I have always felt in my heart that I was supposed to be a part of a group that changes lives in a positive way. The magic of MMTC began with all of us being excited about the possibility of launching a local Women's Tri Club! To follow were many sleepless nights, conversations as Melani and I commute together, and continued game planning between all of the founders. The dedication that we have has helped to form the club as we know it today. Your support of MMTC will allow **all of us** to help transform others' lives.

Co-Founder and Co-Vice-Chair Linda Amaris



The “magic” of coaching Linda and Melani Amaris

Mermaid Mafia Tri Club • All Women's Triathlon Club • Santa Cruz

It had been rolling around in my mind for years, this crazy idea of a women's only tri club. Having been a competitive athlete for over 30 years and a business owner, I have always wanted to "give back" and share my experiences but there was always something in the way of the thought becoming a reality.

Then one day Christine came into the shop and we started chatting about the possibility of an all-women's triathlon club idea that was keeping her awake at night. I told her that I was thinking about starting a tri club but doing it alone seemed daunting! She smiled and said let's talk to Melani...and here we are starting the MERMAID MAFIA TRI CLUB.

A friendly club for women to meet, train, encourage and give! It has already been a powerful journey for me as due to health issues I am no longer able to use my body the way I used to. Being a co-founder of this club gives me the joy of seeing other people smile while challenging themselves mentally and physically.

We appreciate your consideration and look forward to having you as a sponsor of the Mermaid Mafia!

It is all about taking the first step (or stroke or pedal!)

Co-Founder and Bike Master Joanne Thompson



Co-Founder Joanne Thompson