



Celebrate Life Through Triathlon!

What's in a name? **TriLaVie**! Say it out loud and proud: **try-la-vee!**

What's the inspiration behind our team name **TriLaVie**?

Vie means LIFE!

Triathlon saved my life and it gives me life and energy now.

It sounds energetic, strong and life-affirming.

It sounds whimsical and nonchalant at the same time.

I think it is a fun name – just like our team energy – fun and positive.

Why not a name like the Tri Chicks so we could call each other Chickies?

TriLaVie says to me that life, and participating in life, is more important than any one's individual recognition.

The "Vie/V" to me is victory. Victory that you decided to participate at all. You chose to join in the experience of triathlon with all the fun and the hardships. Your life is now marked by the victory of your own personal accomplishments and goal attainment.

TriLaVie is a group name. We are all embracing the triathlon lifestyle together, supporting each other and treasuring our healthy lives and athleticism at every level.

TriLaVie doesn't leave anyone out especially in the "shout out." You can shout "TRI LA VIE" or "LA VIE" or just plain "Vie" "V" and it is affirming for all the athletes on the course. It INCLUDES EVERYONE! We are all in life together. It doesn't segregate the team from the field. We'll be inclusive with other athletes and say "come celebrate life with us today at this triathlon! You can shout it too!" They can immediately say – I want to be a part of our team - and POOF! They are IN! **TriLaVie!**

While I think **TriLaVie** sounds feminine and powerful, I can use this name to brand my particular style of coaching beyond the team and into my clinics and personal coaching.

However, **Team TriLaVie** is for women. Strong women like us. Insecure women like us. Diverse women like us. Athletic women like us. Non-athletic women like us. Women moving forward. Women like me - triathlon is saving our lives.

TriLaVie is a name that builds a team, a concept, a vision and a purpose.

Celebrate life through triathlon! TriLaVie!

Martha Szufnarowski

TriLaVie Founder and Head Coach

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