

Client Spotlight: The IRONMAN Group Adds Virtual Series, Enabling Athletes to Continue Training During Global Pandemic

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As the largest operator of mass participation sports in the world, The IRONMAN Group took a creative approach to continue to serve customers and engage employees as large gatherings are suspended around the globe. The company [announced](#) the launch of a [web-based platform](#) allowing athletes to train and compete from anywhere around the world while maintaining social distance through a series of weekly races and challenges. The IRONMAN Group also [co-founded the Endurance Sports Coalition](#). The group advocates for relief for operators of endurance sporting events and their supporting industries, which together employ more than 500,000 people in the U.S. Additionally, in the wake of the coronavirus crisis, the IRONMAN Foundation expanded its IRONaid program, which raises funds and awareness for health-related causes. The expansion makes funds available for grant applications by health-related nonprofit organizations around the world. Potential projects are detailed [here](#). READ: *Forbes*, [“Ironman Goes Virtual, Allowing Athletes to Train and Compete During Stay-At-Home Orders”](#)

