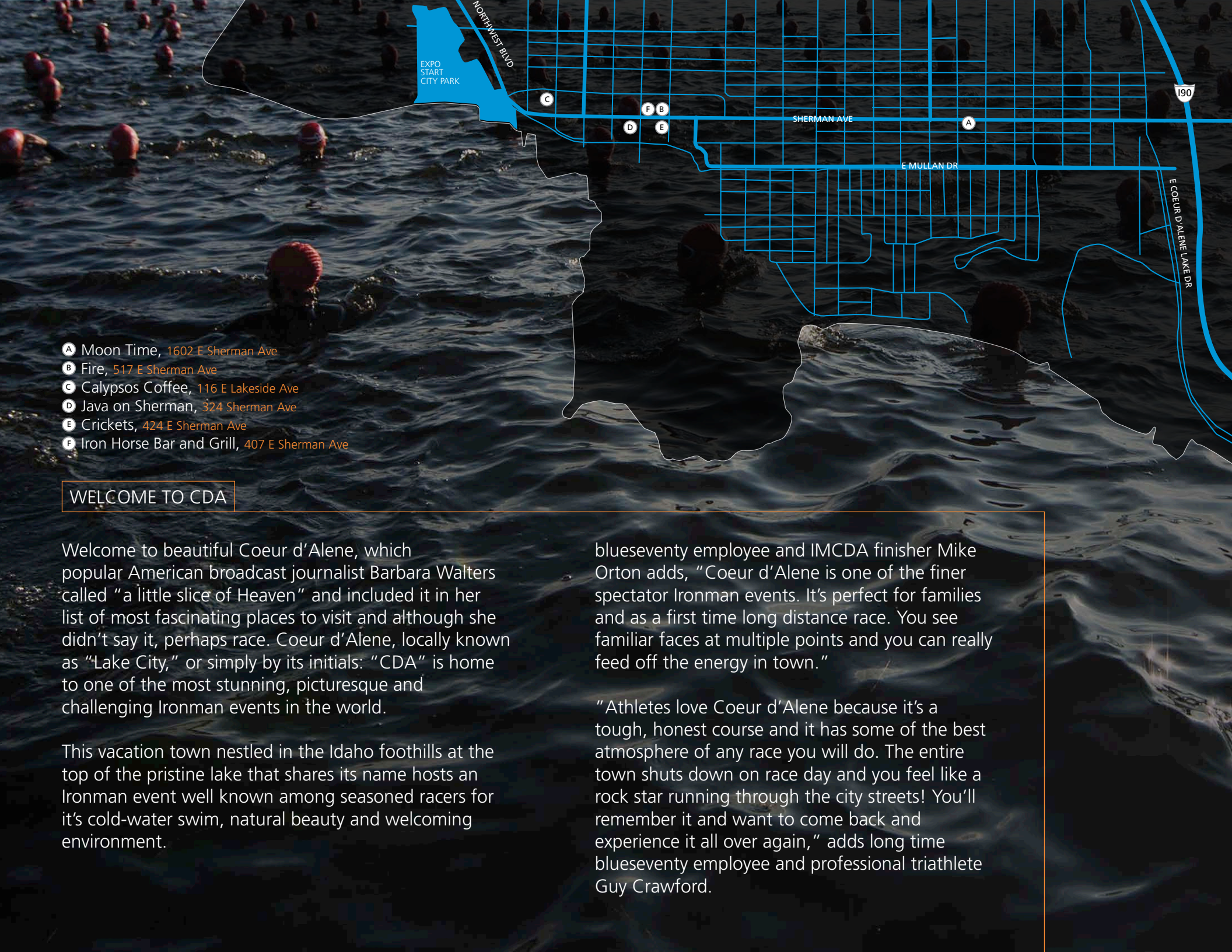




blue seventy®

IM CDA  
RACE GUIDE





- A Moon Time, 1602 E Sherman Ave
- B Fire, 517 E Sherman Ave
- C Calypsos Coffee, 116 E Lakeside Ave
- D Java on Sherman, 324 Sherman Ave
- E Crickets, 424 E Sherman Ave
- F Iron Horse Bar and Grill, 407 E Sherman Ave

## WELCOME TO CDA

Welcome to beautiful Coeur d'Alene, which popular American broadcast journalist Barbara Walters called "a little slice of Heaven" and included it in her list of most fascinating places to visit and although she didn't say it, perhaps race. Coeur d'Alene, locally known as "Lake City," or simply by its initials: "CDA" is home to one of the most stunning, picturesque and challenging Ironman events in the world.

This vacation town nestled in the Idaho foothills at the top of the pristine lake that shares its name hosts an Ironman event well known among seasoned racers for it's cold-water swim, natural beauty and welcoming environment.

blueseventy employee and IMCDA finisher Mike Orton adds, "Coeur d'Alene is one of the finer spectator Ironman events. It's perfect for families and as a first time long distance race. You see familiar faces at multiple points and you can really feed off the energy in town."

"Athletes love Coeur d'Alene because it's a tough, honest course and it has some of the best atmosphere of any race you will do. The entire town shuts down on race day and you feel like a rock star running through the city streets! You'll remember it and want to come back and experience it all over again," adds long time blueseventy employee and professional triathlete Guy Crawford.





## PLACES TO GO

CDA is a quiet town, but offers plenty to do in the days leading up to race day. The food and funky atmosphere at Calypsos Coffee and Creamery (116 E Lakeside Ave) is great and offers big comfy sofa chairs to relax in. The large line outside Java on Sherman (324 Sherman Ave) is well worth it for quality food and good coffee. Tubbs Hill, just south of the Coeur d'Alene Resort, is a great spot to take the family for a hike. One of the best places to grab a burger and beer is Moon Time (1602 E Sherman Ave) where you will never have a finer roasted corn pasta salad.

Post race and craving a beer? You will run into athletes and industry folk alike cutting loose at Crickets (424 E Sherman Ave) or just across the street and appropriately named - the Iron Horse Bar and Grill.

Hit up the Wolf Lodge Restaurant (11741 E Frontage Rd) if a big steak is your choice for a pre-race meal. It's on the outskirts of town, but well worth the trip. You will thank us later.

Head to Fitness Fanatics in Spokane (12425 E Trent Ave) for any last minute race needs. You will run into top triathletes like Haley Cooper-Scott, Annie Warner and Ben Greenfield, and most of the staff is either racing or has done IMCDA multiple times before.

## RACE OVERVIEW

Race day can bring overcast and chilly air temperatures and Lake Coeur d'Alene is notoriously cold. A full wetsuit is standard and most athletes opt to add a neoprene cap and swim socks for additional warmth. It is highly recommended to get in the water in the days leading up to the race and CDA is excellent for pre-race swimming. It hosts a classic Ironman atmosphere with plenty of nerves and excitement to go around. A small amount of cold-water acclimation in the days leading up to the race will help ease the shock on race day.

Most athletes recommend adding earplugs underneath the cap to keep the cold water from messing with your equilibrium. Mike Orton added, "I used a yellow lens tint open water goggle in 2012 and was really pleased with the choice. It was cloudy and the yellow helped the orange buoys pop and be easier to sight."





## SWIM : 2.4 MILES

Since 2013 CDA has utilized Ironman's SwimSmart start, a self-seeded rolling start which helps reduce the chaos and contact of a typical mass start swim. After a sandy beach start the ground drops off quickly. Professional triathlete and co-owner of Athletes Lounge in Portland, Oregon, Chris Bordeaux advises making your way to the outside of the buoys to reduce contact and give yourself a better line at the turns. "It isn't any longer and allows you to round the buoys. Otherwise you'll be caught making 90 degree turns which slow you down, increase the chance of contact and make it difficult to keep rhythm."

IMCDA is a two-loop swim. The end of the first loop is a quick jaunt around a buoy on the shore. Exiting the water after the second loop stay close to the shore, as it's easier to run here. It's a short transition run with a steep sandy hill but the 5 deep crowds make for a memorable start to the day. For spectators the best place to take the swim in is the large concrete stairs along the jetty on the south part of the starting area. Get there early as it can get crowded quickly.



## BIKE : 112 MILES

STARTING ELEVATION: 2,141 FT • FINISHING ELEVATION: 2,143 FT • TOTAL ELEVATION GAIN: 5,760 F



The Idaho hills and lakeside roads are the setting for the challenging 2-loop bike course that has evolved over the years (the bike course has changed 3 times since the race's debut in 2003). Professional triathlete and long time blueseventy athlete Bryan Rhodes says, "The bike has always remained a tough course with many hills. They come at good intervals so you can stretch and get out of the aero position. The descents are fast and a good time to fuel up." Since 2012 most of the bike is on an out and back section along Highway 95. Long steady climbs (stay seated) and decent road conditions make for fun and fast descents.





## RUN : 26.2 MILES



Nearly all the athletes we polled praise the CDA run course. It begins in town with plenty of cheering fans. From there you make your way through side streets and neighborhoods where locals will have sprinklers running to keep you cool in the mid day heat. The run then opens up along Lake Coeur d'Alene Drive. Stay on top of fluids, take in the beautiful view and thank the volunteers. "The volunteers in CDA are superb. All the aid stations are themed, well staffed and long," says Mike Orton. The run isn't without it's own set of challenges one being the legendary turn around. Let's just say what goes down must go up... The finish along the classic downtown strip is one you won't forget. Chris Boudreaux says, "Coming back into town for the finish is great. The spectators are simply awesome: an amazing vibe."