

Media Exposure*

Newspapers and Wire Services

Los Angeles Times

THE ORANGE COUNTY
REGISTER

The New York Times



THE WALL STREET JOURNAL

The San Diego
Union-Tribune

AP



THOMSON REUTERS

National & Sports/Fitness Magazines

People

Newsweek

Esquire

TIME

Sports Illustrated

SELF

Men's Health

SHAPE

Men's Fitness

ESPN
THE MAGAZINE

Outside
online

SWIMINFO
Swimming WORLD

Triathlete

Mind, Body + Spirit
fitness

Network & Local Television



ESPN



CNN



FOX 11

Web and Social Media

facebook

twitter

YouTube

Google

SI.COM

YAHOO! SPORTS

National & Local Radio

npr

ESPN
RADIO



710 AM
ESPN

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