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FOR IMMEDIATE RELEASE

**VISIT SLO CAL SPONSORS 2023 SPARTAN RACE TRIFECTA EVENT
ON THE WEEKEND OF NOVEMBER 4 AND 5**

This event is the world's largest obstacle racing company with over 300 events in 45 countries.



(Photo Credit: Spartan, E. Tidwell. High-Res Images [HERE.](#))

San Luis Obispo County, California, October 16, 2023 – Visit SLO CAL, the official destination marketing and management organization for SLO CAL (San Luis Obispo County), is proud to announce its sponsorship of the [2023 Spartan Race Trifecta](#) taking place at Santa Margarita Ranch on November 4 and 5, 2023. Participants will have the unique opportunity to conquer the Trifecta challenge over a single weekend, featuring the Sprint 5K, Super 10K and Beast 21K races.

“The Spartan Race Trifecta showcases SLO CAL’s stunning weather and landscapes, and we are thrilled to be the lead sponsor,” said Trevor Lynch, Director of Marketing at Visit SLO CAL. “We welcome athletes and outdoor enthusiasts from all over the world to experience the beauty of SLO CAL during this highly anticipated event and enjoy all that our region has to offer.”

The Spartan Trifecta Weekend offers racers the chance to complete a Trifecta and qualify for the 2023 Trifecta World Championship in Sparta, Greece. The weekend will also feature the Spartan Trail 10K, the Spartan Trail 50K and the Spartan Trail Half Marathon.



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Come out to watch your favorite racers compete and be part of this epic event. You don't have to be a racer to enjoy the excitement. Tickets can be purchased at Race.Spartan.com.

Event Schedule:

November 4

- Beast 21K – 30 Obstacles
- Ultra 50K – 60 Obstacles

November 5

- Sprint 5K – 20 Obstacles
- Sprint 10K – 25 Obstacles

November 4-5

- Kids Race 1-3K + Obstacles

As an event sponsor, Visit SLO CAL will host a designated booth during race days from 7:00 A.M. to 7:00 P.M., where attendees can learn more about SLO CAL. Other local participating partners include Visit San Luis Obispo, Visit Atascadero, Visit Morro Bay and Travel Paso.

Post-race, event participants can enjoy a variety of activities and giveaways at the Visit SLO CAL booth:

- **Trip Giveaway to SLO CAL:** Visit the booth, grab a swag bag and enter for a chance to win a return trip to SLO CAL.
- **Rod & Hammer's SLO Stills Whiskey Tastings:** Savor the flavors of SLO CAL's local whiskey.
- **Welcome to SLO CAL Social Media Wall:** Share your experience using [#SLOCAL](https://www.instagram.com/SLOCAL) & [#SPARTANRACE](https://www.instagram.com/SPARTANRACE) in your posts.
- **SLO CAL Cornhole Toss:** Test your aim and perfect your skill level with SLO CAL bean bags.

After the race, participants and spectators are encouraged to extend their stay and explore SLO CAL's vibrant layer of communities, including Paso Robles Wine Country and the SLO Coast Wine Region, the charming coastal towns of Morro Bay, Pismo Beach and Cambria, the university town atmosphere of San Luis Obispo, the small towns of Arroyo Grande and Atascadero, and the communities along Highway 1 including Avila Beach, Cayucos and Grover Beach.



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For more information about Spartan Race, visit SLOCAL.com or email Mayla Lohnes, Mayla@SLOCAL.com.

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ABOUT VISIT SLO CAL:

Visit SLO CAL is the countywide non-profit destination marketing and management organization (DMMO) for San Luis Obispo County (SLO CAL). Visit SLO CAL is responsible for promoting SLO CAL as an attractive travel destination and enhancing the public image as a dynamic place to live and work. Through the impact of travel, Visit SLO CAL strengthens the economic position and provides opportunities for all people in the community. Built on research with a strategy of continuous improvement, Visit SLO CAL aims to establish SLO CAL as a favorite West Coast destination known for its signature slower pace of life and unique mix of incredible, immersive guest experiences. For more information, go to SLOCAL.com.

ABOUT SLO CAL:

South of the Bay and north of LA, SLO CAL is conveniently located midway between San Francisco and Los Angeles. It features more than 100 miles of breathtaking coastline and expansive vineyards covering over 40,000 acres. The area's scenic open roads are beyond compare and its stretch of Highway 1 is an unforgettable journey through some of California's most captivating coastal landscapes. For more information, go to SLOCAL.com.

ABOUT SPARTAN RACE:

Spartan is the world's largest obstacle racing company with over 300 events in 45 countries. Spartan's mission is to help people live without limits and help everyone develop the physical and mental strength to take on all of life's challenges with an unbreakable spirit. As a sponsor of the San Luis Obispo Spartan Trifecta Weekend, Visit SLO CAL looks forward to providing you with memorable experiences whether you are participating or cheering from the sidelines. The San Luis Obispo Spartan Trifecta Weekend is perfect for every competitor. No matter the skill level, all athletes can find the race for them and enjoy the beautiful weather and landscape that SLO CAL provides. Be sure to stop by the Visit SLO CAL booth on race days from 7:00 A.M to 7:00 P.M. to learn how to make the most of your time in SLO CAL. For more information, go to Spartan.com.