

**FOR IMMEDIATE RELEASE**Contact: [Elliott Scott](#)**Sandy Brown Honored as UMBFC Charitable Foundation Lifetime Sportswoman Award Winner for the 2024 Women's Sports Awards**

**KANSAS CITY, MO (December 12, 2023)** – Sandy Brown, a longtime participant and advocate in the regional triathlon community, will receive the UMBFC Charitable Foundation Lifetime Sportswoman Award at the 2024 Women's Sports Awards presented by Burns & McDonnell. The annual awards program is WIN for KC's biggest fundraiser and the largest luncheon in the country celebrating National Girls and Women in Sports Day.



A lifelong adventurer, Sandy is a 67-year-old triathlete whose accomplishments include running three Ironman races, all completed in her 60s, in addition to finishing 26 half Ironman races. In 2022, she accomplished an all-time goal by qualifying for and competing in the Ironman World Championships in Kona, Hawaii. In the Lawrence and Kansas City triathlon communities, Sandy is known for creating a safe and positive atmosphere for women to discover the sport through facilitating training sessions, providing coaching tips and raising awareness about local events and opportunities for participation.

“Triathlons have taught me so much about myself, including to trust in my endurance, determination and resolve,” says Brown. “Whether you’re looking for fitness, wellness or community, there’s a world of opportunity for women and girls at all levels of competition.”

The 2024 WIN for KC Women's Sports Awards, which takes place in the historic Municipal Auditorium, kicks off by honoring local 2023 female high school state champions with their celebratory march across the stage. Then, throughout the luncheon, event attendees learn about the six honorees in the following categories: Children's Mercy Kansas City Rising Star Award, Lockton Courage Award, Kissick Construction Game Changer Award, UMBFC Charitable Foundation Lifetime Sportswoman Award, Hallmark Cards Leadership Award and Forvis BE BOLD Award. Finally, the keynote speaker delivers an electrifying speech reflective of her challenges and triumphs in the world of sports.

“The UMBFC Charitable Foundation Lifetime Sportswoman Award represents leadership, advocacy and ongoing participation,” says Andrea Kimball, Sporting KC Vice President and General Counsel, as well as incoming Chair for the WIN Advisory Board. “Sandy Brown's life is a testament to conquering challenges, inspiring others and finding community through sports and fitness.”

The 2024 Women's Sports Awards presented by Burns & McDonnell will be on Tuesday, January 30<sup>th</sup>. For more information, please click [here](#).

**About WIN for KC**

The Women's Intersport Network for Kansas City (WIN for KC), was established in 1994 under the umbrella of the Greater Kansas City Sports Commission, with the mission to ignite girls and women through advocating and promoting the lifetime value of sports and fitness, while providing opportunities for participation and leadership development. WIN is a volunteer, membership-driven organization that operates as a program of the Kansas City Sports Commission and Foundation. For more information, visit [WINforKC.org](http://WINforKC.org). For the latest on WIN for KC news, follow on [Twitter](#), [Facebook](#) and [Instagram](#).

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**WIN for KC**

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