

For immediate release



WTC Announces Venue Change for Ironman World Championship 70.3

Oct. 7, 2010 (Tampa, Fla.) – Today, World Triathlon Corporation (WTC) announces a change in venue for the Ironman World Championship 70.3. Beginning in 2011, the race will move to Lake Las Vegas in Henderson, Nev., located just minutes away from the Las Vegas Strip. Since its inception in 2006, the championship race in the global Ironman 70.3 Series has been held in Clearwater, Fla.

“We’re grateful to the city of Clearwater for being a fantastic host to the Ironman World Championship 70.3 over the past five years,” said Steve Meckfessel, WTC’s chief operations officer. “Clearwater’s sports-minded spirit, enthusiasm and dedication of resources have been critical to building the Ironman 70.3 Series. We are excited to return to the community to introduce the inaugural 5150 Clearwater event taking place on Nov. 12.”

Slated for Sept. 11, 2011, the race begins with a 1.2-mile swim in Lake Las Vegas at Lake Las Vegas Resort. Next, athletes will embark on a challenging 56-mile bike through Lake Mead National Recreation Area that includes several steep climbs. Participants will finish with a 13.1-mile run through Henderson’s scenic residential areas with views of the Las Vegas Strip.

“It is an honor to join an elite list of cities that have hosted an international event of this caliber,” said Andy Hafen, mayor of Henderson. “We look forward to welcoming the thousands of athletes, their families, friends and fans from around the world to our premier city.”

“It is a privilege to host the Ironman World Championship 70.3,” said Frank Lowery, race director. “This course will be labeled as one of, if not the toughest, in the United States. The challenging race, coupled with endless entertainment options and its proximity to the famous Las Vegas Strip, will provide the ultimate event experience for athletes.”

In 2011, 60,000 athletes will participate in the Ironman 70.3 Series, which consists of nearly 50 events in locations such as China, Germany, South Africa and Switzerland. Participants in the World Championship will range in age from 18 to 70-plus and will represent all 50 states and nearly 50 countries. The Ironman World Championship 70.3 will offer a prize purse of \$100,000 for distribution among the top professional male and female finishers. More than 2,500 volunteers from the local community will support the event.

To learn more about the Ironman World Championship 70.3, visit www.ironman.com. Athlete questions can be sent to worldchampionship70.3@ironman.com. All media-related inquiries should be directed to Jessica Weidensall at Jessica@ironman.com or 813.918.3849 or Catie Case at Catie@ironman.com or 813.927.3664.

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About Henderson, Nevada

Henderson, Nevada is central to three of the greatest man-made attractions in the world—the neon of the Las Vegas Strip, the splendor of Hoover Dam and the tranquility of Lake Mead. Whether visiting for leisure or business, Henderson allows you to experience both the hospitality of a small town and the excitement of a big city. With luxurious resorts, championship golf courses, countless outdoor activities and spectacular events, Henderson is a premier resort destination. To learn more about Henderson, Nevada, please call 877-775-5252 or visit our website VisitHenderson.com.

About World Triathlon Corporation

World Triathlon Corporation (WTC) is a Tampa-based company recognized for athletic excellence, distinguished events and quality products. WTC's growing portfolio includes the Ironman, Ironman 70.3, 5150, Iron Girl and IronKids brands, which have a combined total of more than 115 events worldwide each year. Supported by partners including Ford, Timex, Foster Grant and PowerBar, Ironman is the No.1 user-based sports brand in the world and has been a respected name in triathlon since its inception in 1978.

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