

Gold Coast - Grand Final in new ITU World Championship Series



Tuesday, 2 December 2008

The International Triathlon Union (ITU) and its commercial partners SPORTFIVE and UPSOLUT, companies of the Lagardère Group, today announced details regarding its new major series. As part of the new series the **Gold Coast ITU Triathlon World Championships** to be held from 9 – 13 September was announced as the Grand Final in the inaugural series. Dextro Energy will be the title sponsor for the series, now known as the Dextro Energy Triathlon – ITU World Championship Series.

This series represents an innovative change by creating seven first-class World Championship events and a Grand Final where the world's best triathletes are competing head-to-head, featuring live television. A record \$2-million (all funds USD) will be at stake in the battle to become ITU's 2009 world champion.

"We are creating a distinct top quality sports product that offers outstanding opportunities for our athletes, sponsors, host cities and TV broadcasters," said Paul Coleman, ITU Managing Director for the series. "We are delighted to announce that the 2009 events schedule will include some of the world's most renowned cities."

The 2009 Dextro Energy Triathlon – ITU World Championship Series will kick off in Singapore on May 9-10. It will make stops in some spectacular locations such as Washington, DC (USA), Madrid (ESP), Kitzbühel (AUT), Hamburg (GER), and Yokohama (JPN). In August athletes will get their first look at the proposed 2012 Olympic course as the series travels to London (GBR). The series wraps up with the Grand Final in Gold Coast, Australia on September 9-13.

The year-end bonus pool will be almost triple from previous years, with \$700,000 being presented at the end of the series. Each World Championship event will feature a \$150,000 prize purse with the Grand final offering \$250,000.

"The new series is a significant step forward in the history of the sport," said ITU President Les McDonald. "Given this is the first year of the series and with the current global economic crisis, this is a very successful outcome. We're proud to take this series to great cities that have shown tremendous support."

London Mayor Boris Johnson says, "bringing the ITU Triathlon World Championship Series to London in 2009 is an excellent idea and an opportunity to establish Hyde Park as one of our key Olympic venues as London builds towards 2012."

The 2009 Gold Coast ITU World Triathlon Championships will also coincide with celebrations of Queensland's 150th anniversary of Statehood.

The five day spectacle will be the first major event staged on the \$32million Southport Broadwater Parklands redevelopment. The Gold Coast Triathlon – Luke



Harrop Memorial on March 1, 2009 will be the test event and qualification race for the Sprint World Championships, the event also doubles as the ITU Triathlon Oceania Championships.

Up to 3,000 athletes from around the world and Australia, including some 50,000 spectators are expected to attend the 2009 ITU Triathlon World Championships.

FFI on the Gold Coast ITU World Triathlon Championships check the website – www.worldtriathlongoldcoast.com.au

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