



For Immediate Release

Ironman Adds St. George to Its Event Series

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March 18, 2009 (St. George, UT) – Today, World Triathlon Corporation officially announces that St. George, Utah will serve as the host city for its newest Ironman event beginning in 2010.

Taking place on May 1, 2010, the event will consist of a 2.4-mile swim, a 112-mile bike and 26.2-mile run. The inaugural Ford Ironman St. George will showcase a variety of Utah's scenery, to include Sand Hollow Reservoir, Snow Canyon and the Red Cliffs Desert Reserve. There will be 65 qualifying slots available to the 2010 Ford Ironman World Championship in Kailua-Kona, Hawaii in addition to a professional prize purse of \$50,000 for distribution among the top male and female finishers. Registration for the event is now available online at www.ironmanstgeorge.com.

"St. George is the ideal setting for our newest Ironman event," said Steve Meckfessel, Chief Operations Officer for World Triathlon Corporation. "The community's experience in hosting the popular St. George Marathon, the scenic landscape of surrounding Washington County and the proximity to core triathlon markets in the region will contribute to Ford Ironman St. George quickly becoming one of our most popular races."

The swim will be held at Sand Hollow Reservoir, with athletes entering the water via the boat ramp for the one-loop swim. Following the swim, the bike course will lead athletes through the towns of Hurricane and Washington, before making its way toward the city of St. George. At the end of a picturesque, two-loop section, the bike course will offer views of Snow Canyon before heading into downtown. After entering transition in St. George's historic Town Square, athletes will begin the two-loop marathon course that heads out for a climb toward Red Cliffs Desert Reserve. This challenging course will wind through Pioneer Park, neighborhoods along Diagonal Street, with a turnaround point located at Main and Tabernacle Streets. The race will finish alongside Heritage Tower with a backdrop of downtown St. George.

"Ironman is the world's premier endurance event and we think it is perfectly suited for St. George. The determination and tenacity demonstrated by Ironman athletes resembles the fortitude of the early settlers in this area and the spirit our residents. The course highlights the striking scenery and contrasting landscapes. We are thrilled to offer athletes and fans an experience they are sure to remember," stated Kevin Lewis, Sports & Events Director, St. George Area Convention and Tourism Office.

Athlete Check-In and the Expo will take place at the Dixie Center. For athlete inquiries, contact Brittany Dunning at Brittany@ironman.com or 813-868-5920. All other Ironman-related details can be found by visiting www.ironman.com.

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