

## **MEDIA RELEASE**

*for immediate release*

*Wednesday 6 February 2008*



### **DOWN YOUR TOOLS FOR CALOUNDRA TRI**

The Sunshine Coast is set to host another iconic triathlon event this Sunday at Woorim Park, Golden Beach. This year we welcome on board Matrix Planning Solutions who have seen the fantastic value in being associated with such a vibrant and exciting event.

The Sunshine Coast is home to two of Australia's leading triathlon events – Noosa and Mooloolaba and in keeping with this tradition Caloundra now forms a unique 'trio of tri's' to cement it's place as the leading triathlon destination.

The Matrix Planning Solutions Caloundra Triathlon is the fifth round of the Gatorade Queensland Tri Series, featuring six races across South East Queensland. The Gatorade Queensland Tri Series is the state's premier triathlon series and recognised nationally in terms of standard and competitor volume.

After a successful return to the program in 2004 following it's exclusion for several years due to lack of sponsorship the 2008 Caloundra Triathlon recorded the highest competitor numbers of the six events.

Project Manager for the Gatorade Queensland Tri Series Emily Davies said event numbers have exceeded our expectations.

"We are anticipating event numbers to reach 1400 this year and have some exciting opportunities for the local business community encouraging their involvement," said Ms Davies.

The clinics are designed to give newcomers the key to getting a competitive advantage with all the basics covered along with a course preview, tips and nutritional advice from professional coaches. There are two courses to choose from, both conducted by the Sunshine Coasts leading coach Toby Coote.

- Beginner clinic – familiarization with the course and transition areas, how to prepare for your race
- Fine Tuning clinic – be critiqued by a professional coach while going over the course

The Gatorade Queensland Tri Series caters for athletes of all ages and abilities.

The Scody Enticer Triathlon is a great option for first timers or weekend warriors with teams categories also offered.

We've also got the kids covered with the Kool Kids Triathlon, covering short distances that any child could manage making it a fun experience.

**Distances:**

QTS Triathlon 400m swim / 15km cycle / 4km run

Scody Enticer 200m swim / 5km cycle / 2km run

Kool Kids 100m swim / 2km cycle / 400m run

Workplace Teams Triathlon 400m swim / 15km cycle / 4km run

**Saturday 9 February 2008**

2:00 pm Gatorade Tri Clinics to begin  
Registration and Late Entries for Gatorade QTS opens (if not sold out prior)

4:00 pm Gatorade Tri Clinics to finish

5:00 pm Registration and Late Entries for Gatorade QTS closes

**Sunday 10 February 2008**

5:15 am Registration/Transitions opens

6:45 am KoolKids START

6:55am Scody Enticer START

7:05 am Gatorade QTS Triathlon START

**The Program - 2008**

Race 5 10 February – Caloundra

Race 6 20 April – Raby Bay



For further information or to arrange interviews or photographs contact Lisa Pringle on 0417 005 743

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